



Tips for taking great photos

Taking great photos is so important when you market your home. This guide will take you around five minutes to read and will hopefully help to get your home picture perfect!

1. EQUIPMENT

Most smart phones have built-in cameras able to take good quality photos. If you don't have a smart phone, try and use or borrow a digital camera to get the best shots. Some phones have a wide-angle function so when possible, use the widest angle setting on your device. (Some phones have 0.5x zoom usually at the bottom of your image, this will widen the camera view to include more of what's around you in the photo.)

2. ONLY TAKE LANDSCAPE PICS

Please don't send "portrait" photos (they should always be landscape). Landscape orientation photos are wider than they are tall. Think of them as being like a wide movie screen rather than a tall portrait. To take landscape photos simply turn your phone on its side.



3. OUTSIDE SHOTS

For photos of the outside of your home, a sunny day with a blue sky works well but you can also shoot in what is referred to as 'golden hour'. This is either sunrise or sunset and can often result in a picturesque sky. Have all the lights within the home switched on. Step back as far as you can and get the entire property in the centre of the shot.

Please also allow for space around the property image to help prevent cropping of the image on our website.



Allow space around the focus of the image. Remember to keep parking spaces clear, the garden tidy, grass cut with no rubbish/bins on display.



Close up views of the properties never really work, you want to give the audience an idea of what the whole home looks like.

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3. OUTSIDE SHOTS (Continued...)

Don't worry about neighbouring properties being within the shot as long as you have your home in the centre of the image. If you live within an apartment block, capture an angle showing your home and another showing the full front of the building. Try and get images of both the front and rear of your property and include a garden picture if applicable.

4. INDOOR SHOTS

For internal photos, normally you will get the best photo with the camera flash set to off and all inside lights on including lamps. Please try and get photos of every room in your home if you can.



5. GET THE BEST LIGHT

Take interior photos at twilight when the light coming through the window better matches the interior levels.

6. SHOWING THE SPACE

Shoot two walls only, with a bit of floor and ceiling. Shooting three walls creates a shoebox effect. Shooting from eye height gives a feeling of looking into the room.

If the room has a point of interest (bed, sofa etc), keep this within the centre area of the image. Some rooms will benefit from 2-3 angles, showing different areas of the room. Try and ensure you photograph every room within the home.





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7. USING MIRRORS

Avoid shooting into mirrors as your image will reflect. With family bathrooms, the mirrors reflection can often be utilised to show something such as the shower or an area not visible without the presence of the mirror.

8. KEEP IT CLEAN

Curtains and blinds should be open. Clear kitchen work surfaces and the draining board. Keep laundry out of sight and the toilet seat down!

9. DRESSING THE HOUSE

The general rule of thumb is to de-clutter but keep a homely feel. Ensure beds are made and radiators clear, put away toys and clothes on hooks. Ensure tables and desks are clutter free.



10. SENDING IMAGES

We want you to send the best images possible. If the option is given, when sending via email, send the images as 'Actual Size' or 'Large Size' as this will retain the quality. We need to ensure the photos are large enough to be able to showcase your home within the property brochure we create to help sell your property and to use on our adverts online. Larger size photos can sometimes cause problems when emailing over so if you struggle to send the files, our team will provide you with a OneDrive link, which is a free, easy to use online file transfer website. You can also send over your images direct to us on WhatApps or message however this will impact the quality.

11. RECAP

Use landscape images. Use a wide angle lens. Shoot from eye height. De-Clutter the space. Turn the lights on and leave the curtains open. Take 2-3 different angles of a room where possible. Don't forget to capture the externals of the home too.

