

## Tips for shooting better real estate photos

Statistics have shown that 85% of prospective homebuyers are first turning to the internet to look for a home.



Many great houses are being overlooked due to poor photography, which doesn't correctly represent how the home really looks! A digital camera is an important tool for today's real estate professional. Taking correctly exposed and well-composed photos is extremely important when showcasing your listing. In real estate, professional electronic marketing is one of the keys to selling a home quickly, and your images are the first step to generating buyer interest in your listing. The recommendations below will help to make your listings stand out above the rest.

### Camera

I would recommend purchasing a 10 mega-pixel digital SLR camera with a 28mm wide-angle lens, either a Canon SLR or a more cost efficient Fuji.

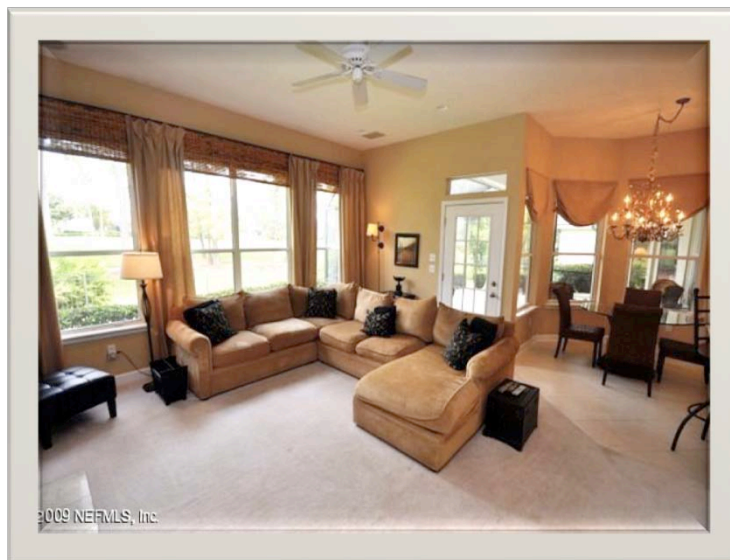


Cameras and lenses with wide-angle capability of at least 28mm capture more of a scene than a standard lens. If you haven't purchased a digital camera, consider one with at least a 28mm lens. Or, check if the one you own accepts a wide-angle converter lens.

## Exterior/Exterior Exposure & Lighting



This is probably the most important photo you will take. When photographing the exterior of the house make sure the sun is directly behind you. Overcast days are perfect for photographing a home because all of the natural light is distributed evenly. There are no harsh shadows associated with bright sunny days. Also, compose your exterior shot at a slight angle and do not shoot straight on the property if possible.

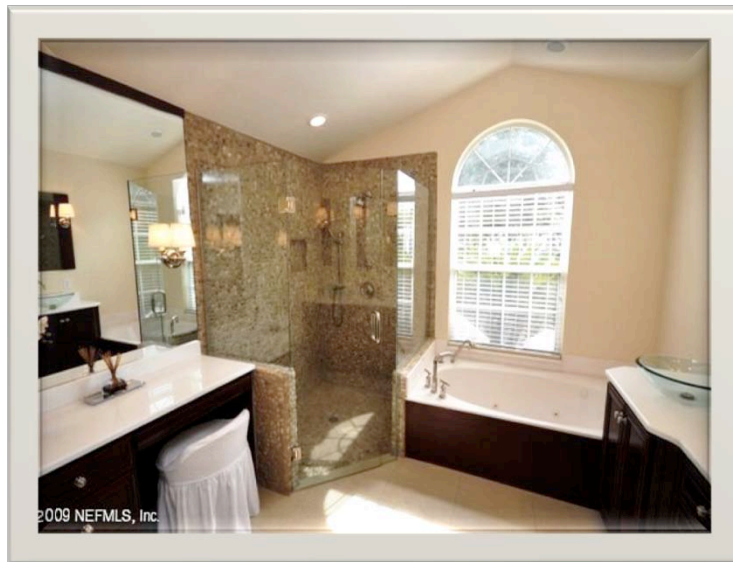


It's better to photograph the interior on a bright, but overcast day, because this prevents rays of sunlight from entering the rooms and make sure all of the lights are on in the house. To get the right look you need to balance the light coming from the

windows with the interior lighting. Cameras that have an external flash are a much better than cameras with a small built-in flash and this can help with matching the exposures within the room. An external flash is stronger and can bounce light off the wall and provide more natural and diffused light and also eliminate any harsh shadows. For the best possible inside illumination, let natural light from outside enter the room to augment the artificial light. Please be sure to adjust the white balance setting accordingly and use a wide-angle lens if possible.

## Composition

Always check the composition in the viewfinder or on the cameras LCD display prior to taking a photo. You want to make sure that your horizontal horizon is level and all of the important features of the room and exterior are included in the shot.



It is very important to stage your shot before pressing the shutter button. Remove any distracting items such as cars in the driveway, garbage cans, for sale signs, etc. Also, make sure the room is clean and uncluttered. Take as many shots as you can from different angles. Try and get as wide as possible for each shot. This will make the room look larger. Watch out for reflective surfaces such as mirrors and make sure the mirror isn't reflecting any unwanted imagery in the shot. Last but not least, use a tripod. A tripod will help prevent blurriness in shots and keep the camera steady.

If you have any questions regarding how to shoot better photographs, please contact our help desk at [support@vestavu.com](mailto:support@vestavu.com)