

Taking your own photos.

With most buyers browsing the internet for properties before they attend a viewing, it makes having quality photos even more important. Essentially, it is your first chance to make a good impression. All great estate agent photos are carefully staged and planned. Good photographers carefully prepare a scene before taking a photo, because they know these small differences can have a huge effect on the final outcome.

The following guide is for you to take your own photos to the highest standard you can.

1/ Setting the scene

If a property already has furniture in it, here are a few small things you can do to prepare a room:

- **Remove clutter** like paperwork, clothes or any items unnecessary for the photo. Try and make the property look like a show home.
- Try and reduce the number of personal and religious items visible in a photo. Things like family photos, kid's toys, bins and magnets on the fridge.
- Straighten furniture and linen. Creating clean lines can do wonders for a room.
- Shift furniture to frame an image better or make it appear larger.
- Open all the blinds and turn on the lights. You want as much light in rooms as possible to be able to get the best photographs.

Once you have walked through your property, set up the rooms and choose the angles for your shots, it is now time to take your photos.

The important part of interior photography is being able to capture the whole room in one photo and present it realistically and appealingly.

Show off nice fixtures. If a bathroom or kitchen has great fittings, make sure these are captured in your image

Open all doors. Always open doors in a home to create a larger feel and display the flow of the property. Opening doors that open onto an outside living area will give the feeling of space. Opening doors creates depth.

Taking exterior photos of a home tends to be a bit more complicated.

Avoid the middle of the day. This is the time when shadows are the darkest and overhead. With external photos, you want to avoid having too much shadow. Overcast days are great for external shots. As it reduces the shadow in the image.

2/ Here are the minimum photo areas you will want to include in your marketing material:

- Front and rear exterior
- Kitchen
- Living and dining area
- Largest bathroom
- Master bedroom
- Second bedroom
- Patio
- Balcony or view (if the property has one)
- Pool or spa area (if the property has one)

It is important to remember that all the images should tell a story and add value to the property. You want to show off as many features as possible in the most appealing way.

Once you have your photos all you need to do next is follow the downloading instructions supplied.