



PHOTO TIPS FROM A PRO SELLER



More than 80% of home buyers begin their home search online. Great photos can lead to a home selling 50% faster than a similar property with poorly taken photos. Photos are potential buyers first impression of your home.



The photos should tell a story about your home. They offer buyers an insight to the character of your place. The better you represent your home online, the more likely you are to sell it quickly.



When using your phone to take photos, always use it in landscape (horizontal) mode. This will ensure that your photos will look great on all screens: mobile, tablets, and desktop computer.



If you're using an iPhone use the HDR (High Dynamic Range) setting. This will make your camera process photos a little differently, bringing more detail to dark and bright spots of your photo.



If possible, use a tripod. Stabilizing and leveling your photos with a tripod is a must. You can purchase an inexpensive tripod for around \$50.



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Never zoom in on your phone to shoot a photo, as it will reduce the quality of the photo. You should maximize the number of pixels within the photo as the more pixels, the clearer the photo will be.



Increase saturation to help bring out the colors in your photos.



Use natural lighting to your favor. Smartphones are fantastic for shooting real estate in natural light. Even without professional lighting you can get great real estate photos by using the natural lighting.



Take test shots from different angles or corners of the rooms in order to get the best shot and minimize shadows.



Take photos when it's overcast and during the "Golden Hour" which is early morning or early evening.



Shoot with even lighting.



Embrace editing. Powerful editing apps are available for both the Android and iPhone. With the push of a button they can correct many photography errors. However, be careful not to not over-edit your photos as you still want the rooms to look natural and unaltered.



Declutter and stage properly. Less is more when it comes to staging. Taking things out of rooms, such as coffee tables and cabinets can open up a photo and highlight your rooms.

**If you are in doubt about your ability
to take high quality photos, hire a professional.**

Find a professional photographer who specializes in real estate and who will take a set of photos at a reasonable price.

