

# TIPS & INSIGHTS FROM PRO



USE  
LANDSCAPE  
MODE



SHOOT  
IN HDR



USE  
A TRIPOD



NEVER  
ZOOM IN



INCREASE  
SATURATION



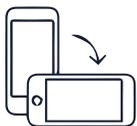
USE NATURAL  
LIGHTING TO  
YOUR FAVOR



DECLUTTER AND  
STAGE PROPERLY



EDITING



## Use Landscape mode

Always use your phone in landscape (horizontal) mode to take photos. This will ensure that your photos will look good on all platforms: mobile, tablets and desktop computer screens.



## Shoot in HDR

If you're using an iPhone, use the HDR (High Dynamic Range) setting. This will create good contrast in your photos.



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## **Use a tripod**

Stabilizing and leveling your photos with a tripod is a must. Consider buying an inexpensive tripod for your phone or camera for around \$50.



## **Increase saturation**

Slightly increasing the saturation can help bring out the colors in your photos. This will make your photos stand out.



## **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 really highlight your room's best features.



## **Never zoom in**

Avoid using the zoom-in feature on your phone as it will reduce the quality of the photos. To get the sharpest photos, maximize the number of pixels within the 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 light. Take test shots from different angles or corners of the rooms. This way, you'll be able to capture the best photos and minimize shadowing.

Professional photographers say that natural light is best when the weather is overcast or during the early morning or evening (otherwise known as the "Golden Hour"). Be sure to shoot with even lighting.



## **Photo Edit**

Editing apps are available for both Android and iPhone. With the push of the button, they can correct a lot of photography errors. However, the key is to not over-edit your photos. You still want the rooms to look natural and unaltered. Less is more.

**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.

