Since the majority of today's real estate buyers and sellers use the internet to do their research, it's important that you have captivating photographs. You don't want to lose the sale before they've seen the actual property do you? Below is a list of easy Do's and Don’ts when taking photos for your property listings.

**Photography Do’s**

- **DO take high quality photos.** Invest in a digital camera that allows you to take high-resolution images that are editable on your computer. This way you have complete control over the images and can refine and crop them to create the best quality photos for online and print use.

- **DO make sure that the property is clean of any clutter.** Make sure that the house or yard looks tidy, with no toys, clothes, or other items on the floor. Remember that you want to let the consumer be able to picture their own furniture and belongings in the space, which can be hard to do if the space isn’t clean.

- **DO edit fish eye photos.** While wide-angle photos are great, rounded “fish eye’d” photos are hard to look at and don’t portray the property appropriately. If you’re using a wide-angle lens, make sure to properly edit out the fish-eye look with your photo editing software.

- **DO take pictures with adequate lighting.** Either natural light or the use of a flash is important to get a good final product. If the photo is too dark, the consumer won’t be able to see what is going on in the property.

- **DO take pictures that are season-neutral.** For example, a picture of a snowy house might not look so attractive if you are still attempting to sell it in June.

- **DO make sure that you’re including pictures of the value-added benefits of the property.** Every property has special features and it’s up to you to show them off. A consumer would not, for example, need to see the picture of a washroom unless it really stands out and is unique from other properties.

- **DO properly stage a photo.**

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Photography Do’s (continued)

- **DO** clean before taking photos. Make sure that kitchens, bathrooms, and other rooms are wiped down and don’t look dirty.
- **DO** only take pictures of the actual property and its view. Potential homebuyers will be quite disappointed if they discover that the beautiful scenery featured in the listing was actually taken from a nearby park or trail.
- **DO** shoot the same room or property from various angles. It can be hard to tell when you’re standing in the room, but a straight on photo isn’t always the best for maximizing the view. Shoot a few angles so when you’re editing the photos later you have some options to choose from.

Photography Don’ts

- **DON’T** include yourself, or anyone, in the photo. Watch out for mirrors! Before taking the picture, make sure that you, and anyone else in the room, are out of the picture.
- **DON’T** include pets in the picture. If pets are in the room, ask that the owner remove them until the photo session is finished.
- **DON’T** include any holiday décor in a photo. Even if you are selling the property around a holiday you want to make sure that the photo remains neutral.
- **DON’T** take photos of any cracked or broken structures. Many potential buyers know that there might require some work when purchasing a home, but taking a picture of chipping paint, a cracked wall, or a broken fixture will not draw them to the property.
- **DON’T** take pictures with the television on. If you are including a photo of a beautiful media room or family room, make sure that the television screen is turned off.
- **DON’T** include photos which are fuzzy or blurry. Not only do blurry or fuzzy pictures not show the property at its best, but will often leave the consumer frustrated and unlikely to further inquire about the listing.
- **DON’T** include any other houses in the photo. If you’re taking an outdoor image of the property, make sure that only your listing is included in the photo.
- **DON’T** take exterior photos in direct, mid-day sunlight. While the sun can be great, if you aren’t using any lighting filters in direct sun, the picture can easily become over-exposed and hard to view. The best time of day to take exterior shots is either early morning or evening when the light isn’t as intense.
- **DON’T** use a cell phone to take pictures. Even though many cell phones have excellent picture quality, it’s often hard to get a clear shot.
- **DON’T** include unprofessional items in the picture. The home might have a great bar that you’d like to show off, but a picture which also includes bottles of alcohol may not be the best choice when showing potential buyers.

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