



A Guide to Stunning Listing Photos for Selling Your Home

- Clean and Declutter**
 - Before taking photos, thoroughly clean and declutter every room.
 - Remove personal items, excess furniture, and unnecessary décor.
- Maximize Natural Light**
 - Use natural light whenever possible. Let in sunlight.
 - Avoid harsh shadows by shooting on a bright, overcast day or during the golden hour (early morning or late afternoon).
- Use a High-Quality Camera**
 - Use a DSLR camera or a smartphone with an excellent camera.
 - Ensure the camera is steady to avoid blurry shots.
- Wide-Angle Lens**
 - A wide-angle lens can capture more of the room in a single shot, making spaces look larger.
 - Avoid excessive distortion by not overusing the wide-angle feature.
- Level the Shots**
 - Ensure that your camera is level to avoid skewed angles.
 - Use a tripod or stable surface for steadiness.
- Staging**
 - Arrange furniture and décor, highlight best features of each room.
 - Consider professional staging for a polished look.
- Multiple Angles**
 - Capture multiple angles of each room for a comprehensive view.
 - Include shots from different corners and entryways.
- Exterior Shots**
 - Showcase the exterior, including the front and back yards, landscaping, and any outdoor amenities.
 - Consider shooting exterior photos during different times of the day to show different lighting conditions.

Aerial Shots

- If possible, use drone photography to capture aerial views of the property and its surroundings.

Night Photography

- Capture photos of the property at dusk or during the evening to showcase exterior lighting and ambiance.

Details Matter

- Highlight unique architectural features, high-quality finishes, and desirable amenities.
- Close-up shots can showcase intricate details.

Edit and Enhance

- Use photo editing software: enhance colors, contrast, and exposure.
- Avoid excessive editing that may misrepresent the property.

Include All Rooms

- Ensure you have photos of every room, including bedrooms, bathrooms, kitchen, living spaces, and storage areas.

Use Vertical and Horizontal Shots

- Combine both vertical and horizontal shots to vary the composition. Vertical shots work well for exteriors, horizontal shots are best for interiors.

Consistency

- Maintain a consistent style and lighting throughout all your listing photos. Buyers appreciate a cohesive presentation.

Reflect the Seasons

- Update your listing photos seasonally to showcase the property's appearance year-round.

Minimize Personal Items

- Remove personal photos and highly personal décor to allow potential buyers to envision themselves in the space.

Virtual Tours and Videos

- Consider creating virtual tours or videos to provide a comprehensive view of the property.

Professional Photographer

- Consider hiring a professional real estate photographer who specializes in capturing properties.

Review and Select

- Take a tons of photos, but carefully select the best ones for your listing.
- Only showcase photos that truly highlight the property's strengths.

