

Selling or Marketing Your Home?

Why You Should Use a Professional Photographer.

Searching for a new home or holiday rental is a visual activity. Prospective buyers want to see photos, either in print or on the internet.

Once a house hunter has short listed a set of properties that fits their needs, they will use the photos to further

It's All About The Light.

“Photos” is Greek for ‘light’, and it’s certainly a crucial ingredient in the picture-making process. Having light in the right places and in the right quantities is a photographer’s challenge. For real estate interiors, flash represents a handy portable light source; not the little pop-up flash that gives Aunt Mabel that ‘roo-in-the-headlights’ look, but

refine those listings worth investigating in person. After all, every property on their shortlist has key features in common, so the appeal of the photographs is the one remaining feature that sets listings apart.

flashes with adjustable brightness that can be placed and triggered off-camera.

The photo below utilizes one flash in the bathroom and a second hidden around the corner in the bedroom. Without the second flash, the bedroom becomes a dark forboding space instead of an inviting place of repose.



More Light

The world we gaze upon is said to have a “high dynamic range”, which simply means there is a wide range in brightness values between dark shadow and reflective glare. While our eyes and brain are able to cope with this range, deftly flicking between a relatively dim interior to the bright view outside, a

camera is far less sensitive as the photo below left shows. To record a more natural scene the digital photographer can combine the best parts of two or more separate photos, or raise the brightness of the interior using flash (below right).



Straight and True?

We live and work in buildings whose walls, floors and ceilings are for the most part straight, plumb (vertical) and level. Although we expect the sides of high-rise buildings to converge even though we know they are vertical, the posts, walls and door frames of most dwellings should indeed appear vertical in real estate

photography. That they are often seen to lean in or outwards can be due to perspective distortion introduced when a camera with a wide-angle lens is tilted as the photo is taken. Leaning verticals and curved 'barrel distortion' can and should be corrected with photo-editing software.



Summary

Today's buying public is constantly exposed to slick imagery in magazines, movies and on TV and this has raised expectations (and standards) of good photography. Buyers will not be tempted to visit homes whose promotional photos show gloomy rooms with walls that lean alarmingly and whose windows look out on a view of featureless white.

Although the advent of affordable digital cameras has made photography widely available, few camera owners bother to learn more about their camera than is needed to "point and shoot". I venture that a survey would show that the number of camera owners who know how to manually over-ride any of their camera's features is similar to the number of VCR owners who know how to set the clock! And there are many occasions when shooting in other than full automatic mode will produce a startlingly better picture.

The computer is today's digital darkroom. Photos rarely emerge from the camera ready for presentation and most will benefit from any of a suite of adjustments including tweaks to contrast, colour and brightness, cropping, straightening, leveling, sharpening, de-noising or spotting. The professional real estate photographer will be well-versed in the use of computer software to add the finishing touches to their images.

A professional real estate photographer has more than just a good eye. They have the equipment and the experience to know how to capture a scene that fairly represents the property, yet will 'pop' off the page or screen, catching the attention of the jaded house hunter who has already viewed hundreds of photos.

And the cost of their services represent a tiny fraction of the value of your home.



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