

Photography Tips

The pictures in your ad are your best assets. If you choose to use a digital camera great, but if you don't have one then use a regular 35mm camera and have the film developed onto a CD. This will be beneficial for insurance purposes as well. Follow these simple tips and your pictures will turn out great.

Tip #1 - Please save your photos under names that identify the property's address and which room the photo is. The files must also be saved in the .jpeg file format.

For example: If your property address is 123 Main St. please name your files with this format 123mainstexterior, 123mainstbathroom, 123mainstlivingroom. 123mainstbedroom1, etc. This will allow us to know what photos are what.

Tip #2 - Ask your tenants to clean the house before you arrive.

Tidy houses make better pictures.

Tip #3 – Make sure the camera is zoomed all the way out.

You want to get the most of each room into each shot, and zooming out is how you do that.

Tip #4 – Make sure the flash is on in every photo.

This creates uniformity in the lighting of each shot.

Tip #5 – Digital camera users should take pictures with as little lighting as possible.

That means close the blinds, shut the doors, and turn off any direct sources of lighting. Doing these things helps to make the pictures turn out better, because the flash will create uniformity in your lighting.

Tip #6 – Try and get as much of the room as possible into one shot.

When taking a picture, stand in the corner of the room or just outside of the room in a hallway or another room in order to get all of the room in one shot.

Tip #7 - Always put the toilet seat down when shooting the bathroom.

By putting the toilet seat down, you make the bathroom look cleaner.

Tip #8 – Digital Camera users should take pictures in the 640x480 .jpeg file format.

This is the most efficient format for storing files on the web. Check your manual to see how to do this with your camera model.

Tip #9 – Take more than one picture of a room if it is necessary.

Don't be afraid to take more than one picture of each room if that is the only way to give an accurate feel of the room.

Tip #10 – Shoot now, decide later.

If you can't decide how to shoot a room, take a couple of different shots. Choose which one looks better later when you can actually see what the photos will look like.