



Top 10 tips for photographing your property

1. If at all possible take photographs on a fine dry day and avoid using the flash for internal pictures.
2. Remember to remove all clutter. If possible remove personal items such as photographs from walls. Remember the goal is to have potential buyers envision themselves living in your house; your families photos could well interfere with that process.
3. If you can use a tripod as it provides steadiness and allows you greater time to gain control and take the right shot.
4. Think carefully about artificial lighting. Ceiling lights for example will create overall soft lighting, whilst lamps can be used to lighten up specific area's of a room. The levels of illumination in a room can be varied by using different wattage bulbs. Don't take photographs when the sunlight is streaming in through the windows.
5. If at all possible use a wide-angle lens (28 – 35mm) and ensure the camera is maintained on a level surface. Be careful not over do the wide angle however as this can create a misleading picture.
6. If space is rather limited then consider taking shots from the outside through an open window. Wherever possible you need to try and create a sense of space.
7. Pay close attention to detail. Are the dining rooms chairs positioned uniformly, is the rug out of place; it's worth checking and then double-checking the detail.
8. If you have a car then leave it parked on the driveway, this helps to reconfirm the existence of a driveway.
9. If the garden is overlooked then give serious consideration to taking the photograph from an upstairs window aiming downwards.
10. Begin with the end in mind and don't forget the aim is to sell your home. You need to create the impression that the house could well be someone's home. This needs to come across in every picture that you take. You should aim to ensure that every picture tells a story.