

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.