

Shared Ownership by



CUSTOMER PHOTOGRAPHY GUIDE

How to get the best images of your home

It is important for photography to clearly highlight the quality of your home. Evidence shows that good images can generate a greater amount of enquires in your home. This guide is designed to help you get the best photography of your home prior to WDH listing it for sale.

PREPARATION

Decide which shots you think will be the best to help you sell your home. What will make your home stand out from the rest? See the list in the next section to ensure you have covered every room.

Ensure your home is clean, tidy and clutter free.

Make sure your camera or phone camera delivers photos at maximum resolution this will help the images appear clear and focused when uploaded to property sites.



WHAT DO I TAKE PHOTOGRAPHS OF?

External

- Front and rear elevation
- Rear garden
- Front garden
- Side garden
- Parking areas and driveway
- Garage
- Common areas, public open spaces

Internal rooms

- Kitchen
- Living room
- Dining area
- WC
- Hallway
- Bathroom(s)
- Bedroom(s)
- Utility room
- Office

If you live in a semi-detached home be sure to take a shot of the pair of homes. This will allow for later editing. If you live in a townhouse, take a shot of the whole row.



WEATHER

Check the weather forecast and think about the time of the day especially if taking external shots. Have you taken a garden shot when it has the maximum amount of sunshine? Blue skies with the odd cloud would look better than grey skies.

If you shoot during the day, check the orientation of the sun in relation to the property as you don't want to point the camera at the sun.

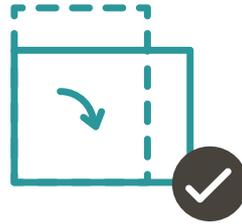


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OF HANDY HINTS AND TIPS!

YOUR CAMERA AND PHOTOGRAPHY TECHNIQUES



Always ensure to get the roof, sky and footpath of the home in shot.



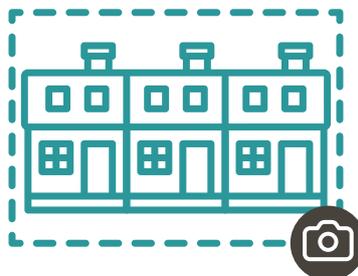
Try to take shots in landscape orientation where possible.



Images are always better on a bright sunny day for both external and internal shots.



If your home is semi-detached get an image of both homes as we can always crop out the other house if needed.



If it's a townhouse, try to get an image of the whole row.



Try to get a shot of the street the house sits on.



Be sure to move any bins or cars on driveways, so that they do not block the view of the home.



Ensure your garden looks its best. Remove any litter, cut the grass and ensure plants and garden furniture are neat and tidy.



Try to get as much floor and ceiling in the shot as possible as this helps to show the space in the room.



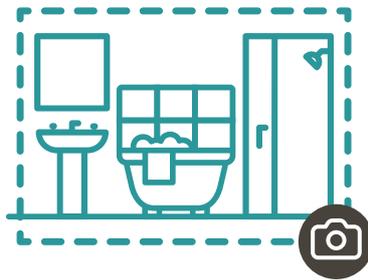
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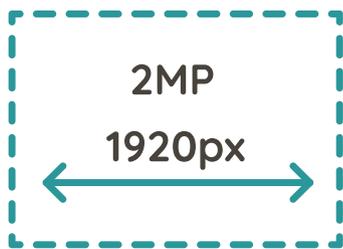
Ensure all lights are on and the image appears bright and light.



When taking a shot in the bathroom try to avoid focusing on one section of the room, such as a bath. Instead try to incorporate as much as the room as possible.



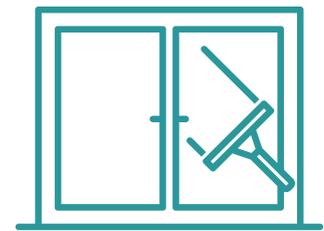
Ensure all rooms are clutter-free.



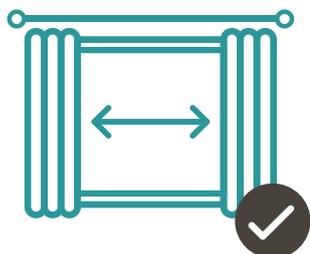
All images need to be a minimum width of 1920 pixels. Ideally 2 Mega Pixels or greater. Low resolution images will appear blurred when uploaded.



Try to ensure the shot of the front and back elevation are not angled and that the house and skyline look straight.



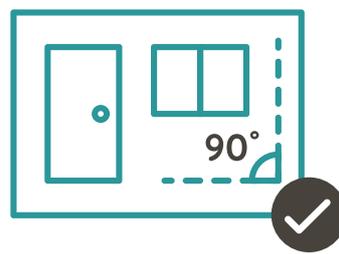
Make sure that you have cleaned your doors, windows and windowsills. As first impressions count.



Fully open all curtains and blinds to let the light flood in ensuring the rooms look spacious.



Don't zoom too close as that will limit the image for graphic designers to use.



Make sure windows and door frames appear vertical in your image.



Straighten furniture and linen.



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