

## **Basic guide best property photography to publish on our web portal:**

This is INVESPROPERTY's guideline to aid you when photographing your property, helping you to achieve the best and most attractive shots to appeal to a potential buyer.

### **GENERAL GUIDELINES**

#### **➤ focus and lighting**

1. Natural light is always the best option
2. Blinds up and curtains drawn
3. Using Flash should be avoided to get a better natural light result
4. Turn on the lights in the rooms you are shooting
5. Proper lighting helps the camera autofocus
6. Do not use out of focus images
7. Using a tripod will help keep the camera still
8. Shooting each room from a corner angle at a slightly raised angle will help give a wider image effect

#### **➤ Composition**

1. Try to shoot photographs in a horizontal format rather than vertical. Vertical photographs seem smaller on a screen.
2. Taking pictures from an angle above gives a sense of smaller spaces.
3. Place the camera below your line of view and perpendicular to the horizon. This angle provides interesting shots
4. Take the shot from a corner of the room to give the maximum space sense.
5. Take various shots of the same room to be able to choose the best for publishing.

#### **➤ Your camera / Smartphone.**

1. If you are using a smartphone always send the pictures to your computer at the maximum size option.
2. If you are using a reflex digital camera, remember to save the images as JPE.
3. A digital camera will always take better quality images than a Smartphone.
4. Zoom out as much as possible and let the automatic focus do the rest

#### **➤ Best practice**

1. Hide any unnecessary objects such as clothes, personal belongings – try to create harmony.
2. Simplify the decoration and make it as neutral as possible
3. Do not Photoshop the images

### ➤ What to avoid

1. Do not reuse images with watermarks from previous publications of the property – we will not be able to use these.
2. Avoid using filters. Your images must be as natural as possible.
3. Avoid sending images via instant messaging. They will lose quality. Please use email or free programs such as [www.wetransfer.com](http://www.wetransfer.com)
4. Only send it a max of two images of the same room and if possible at two different or opposite angles.
5. Remember the images you publish are there to show off your property and must portray a positive image.

## PRACTICAL GUIDE

- a) Take at least two shots of every room to choose from
- b) Images should be taken in a natural flow – from the outside of the property to the inside – as if you were actually walking someone through the house
- c) Exterior
  - View from the outside and surrounding áreas
  - Comunal área, pool, garden, entrance
  - Outside of the building
  - Interior: hallInteriores.
  - Hall
  - sitting room
  - dinnign room
  - kitchen
  - master bedroom
  - main bathroom
  - other bedroomsother important features that add value to the property
  - views
  - terraces
  - communal areas
  - entrance to building
  - garage
  - storage spaces, pantry
- d) Choose a sunny day and take images at around mid-day to avoid shadows, especially when shooting exteriors.
- e) Shoot an image that shows the pool, a green area and the building so as to give as much information in one shot as possible
- f) Take note that it is better for security purposes to show an image of the communal areas rather than the entrance of the property.

Correct



Incorrect



f) Views are often the key feature of a property. If through a window you can see a park or a pool or any other open space feature, make sure you include this.

CORRECT



INCORRECT

## Sitting room/dinning room

- To get a full view, stand at one of the corners of the room and show furniture face on. (ie. Not the back of the sofa)
- Try to incorporate to the image the entrance to the sitting room and the windows
- Do not take pictures facing the window directly, best stand at the side or with the bright light at your back

### **CORRECT**



### **INCORRECT**

## KITCHEN - a must shot for the property

- turn on all the lights,
- tidy the kitchen and remove any objects such as food, plates, tea towels to leave a clean and tidy surface
- take the image at the height of the door handle. This will help "enlarge" our kitchen.
- Shoot straight shots.

### - CORRECT



### INCORRECT

## MASTER BEDROOM

- Again turn on all the lights and try to incorporate a view of the bathroom access
- You can show two images of the master bedroom but only one of the rest of the bedrooms
- la luz encendida y que se vea un poco del baño (alicatado, sanitarios...)
- always include Windows and doors in the image.

CORRECT



INCORRECT

## Bathrooms

Bathrooms are hard to shoot. They are usually small spaces with particular lighting. Here are some helpful tips.

- Take the shot from a high angle
- If the bathroom is very small, it is best to shoot a feature such as the wash basin and the wall in order to give a general idea of the condition of the bathroom
- Toilet seats down!
- Shower curtains open!

CORRECT



INCORRECT

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## PROPERTY