

# TIPS FOR TAKING REAL ESTATE PHOTOS **QUALITY**

Don't let bad photography cause you to lose precious sales commissions.

Let's face it. Commercial Real Estate Agents are extremely busy people.

With the blackberry or iPhone constantly ringing off the hook, emails, showings, and client meetings, a career in commercial real estate is a pretty hectic job. So what about one of the most important features of showcasing the "product"? Does the quality of real estate photography often get neglected? Below are some tips for creating quality and impressive commercial real estate photographs.

## 1) Be aware of your lighting a.k.a. THE SUN!

You need to keep the sun behind you when you take day time photos of a building, so photos of an eastern facing facade will be best at sunrise and western facing at sunset when you get a warm golden glow from the sun. Early morning or later in the afternoon is much more visually pleasing. Save mid-day for shooting the interior, so that the light is more even.



BAD

BAD

GOOD!

## 2) Keep in mind the purpose of your photograph

Ask yourself what features of the building are you trying to highlight? Which part of the building is the most visually appealing? Photographs for purposes of marketing a building for sale will want to provide a wide perspective of the subject. Organize your photos into groups: main building shots, entrance shots, yard shots, interior shots, etc. Can you really visualize the photo you just took on a marketing piece?



## 3) Keep it clean

If possible, remove any distractions from the frame. When shooting interiors remove all the clutter off of desks, shelves, coffee tables, etc. because they will distract the attention away from the room. Is there trash in the parking lot? Rubbish, debris, or personal belongings scattered throughout? A branch or plant in the way? Try and work around immobile things and move anything, that is able to be removed, out of the frame.



BAD

BAD

GOOD!

## 4) Straight means straight!

Always hold your camera parallel to the ground, this will ensure that vertical walls stay vertical and straight lines stay straight. An easy way to avoid the naturally curved lines of a camera lens is to just take a photo of a wider perspective than you want and have marketing crop the edges. Pay special attention to the door frames as they are often difficult to get straight. A tripod is a good tool for this.



BAD

GOOD!

## 5) Experiment with settings

The simplest and most effective way to improve your pictures is by manipulating your white balance setting. Most cameras have multiple automatic settings for differing light (daylight, cloudy, florescent light, lightbulb, etc). Choose the appropriate settings for the conditions.



AUTO

DAYLIGHT SETTING

## 6) Take too many pictures

Once we receive your photos the marketing team will sift through and pull the best of the best to create your piece with. The more photos we have to work with the better chances we have of coming across a really great one. Don't get lazy and just take a lot of poorly taken pictures, keep your newly learned tips in mind!

## 7) The power of editing

While we do have some incredible photoshop skills, we can't fix it all! If something is in the way or you know you don't want something in the photo, try to remove it from the frame or find a new spot to shoot your photo. Removing large trees, light posts, and cars is especially difficult and can make your photos look overly edited.

Remember how large your photos actually are. If you want a picture of a specific element, utilize a wider frame and instruct the team on proper cropping. Multiple building photos that are croppable are better than multiple signage or front door photos.