

6 simple steps for taking great photos

(Please email your property photos to sales@alliancehomes.org.uk)

1. Equipment

- Use a digital camera where possible with a wide-angle lens
- If using a mobile phone, ensure it has a high-resolution built-in camera

2. Photo format and size

- You will need to take landscape photos, rather than portrait photos
- Landscape photos are where the width of the photo is bigger than their height
- When emailing, send the photos in JPEG format

3. Internal Shots

- Camera flash should be set to 'off'
- Take interior photos at twilight when the light coming through the window better matches the interior levels
- Shoot two walls only, with a bit of floor and ceiling – shooting three walls can create a shoebox effect
- Try shooting from corners of the room as this helps the viewer to get a better feel for the size of the room – sometimes shooting from the doorway also works well if the room is very small
- Try to shoot at waist level, not eye level

4. Setting the scene - Interiors

- Turn all internal lights on
- Open all curtains / blinds
- Open all doors – this creates a larger feel of space
- Remove all clutter like paperwork from tables, toothbrushes from bathrooms etc
- Ensure clothes and toys are put away and laundry is out of sight
- Reduce the number of personal items on display, such as family photos
- Straighten furniture
- Show-off nice fixtures & fittings
- Ensure beds are made
- Ensure toilet seats are down
- Clear sinks (no dirty dishes!)
- Fresh flowers are a nice touch

5. External shots

- Camera flash should be set to 'off'
- Try to get front and rear-view images of the property (if applicable) and ideally these should be at an angle as opposed to straight on
- Avoid taking shots during the middle of the day as shadows are the darkest and overhead – try to take shots in the morning
- Try to use a bright, clear day
- Get a higher elevation of the front of your home – this creates a better perspective & captures more of the property

6. Setting the scene – Exteriors

- Ensure any grass areas are cut
- Clean any visible windows & ensure any internal blinds or curtains are open
- Remove all clutter from the outside of the property such as bins, piles of leaves and garden hoses etc
- Move any vehicles from the outside of the property
- Ensure any plants on display are well-kept and watered
- Show-off any nice exterior features such as a summer house or unique architecture to the property