

Real Estate Photography

Jack speaker

28 July 2022

Circles Of Learning

Real Estate Photography

First things first Equipment

- Any modern Camera
- Wide angle lens 14-18mm (35mm equivalent)
- Longer focal length for close ups 50-85mm (35mm equivalent)
- Good tripod
- Optional remote release
- External lighting, Flash(es) or portable lamps

Setting the stage

- Walk the property first
- Have the owner point out features they want highlighted, make notes
- Look for the existing ambient light

Shooting the space

- Use all available ambient light
- Shoot at midday, no light streaming in the windows, less shadows
- Try to get as EVEN light as possible, avoid distracting shadows
- If the space is furnished, make sure it is clean
 - Make all furnishings are neat and tidy, Drapes hang straight, wall hanging straight, bedding smoothed, no wrinkles, edges are even
 - Take close ups of certain features like wall hangings, art etc.
 - Turn on the lamps, watch out for ceiling fixtures, don't blow out bare bulbs

Shooting the Space (cont)

- If unfurnished make sure you can get good even light, you may have to adjust your external lights
- Take pictures of room with windows open
 - Take at least 2 exposures, one for the room and one for the scene out the window.
- Consider bracketed exposures
- Watch out for items with reflective surfaces, glass fronted things, TVs, stoves etc
- Watch out for different light bulbs and color temp/white balance-Yes, you can fix it in post
- I don't have any advice on exterior shots except talk ot the client and capture what they mention

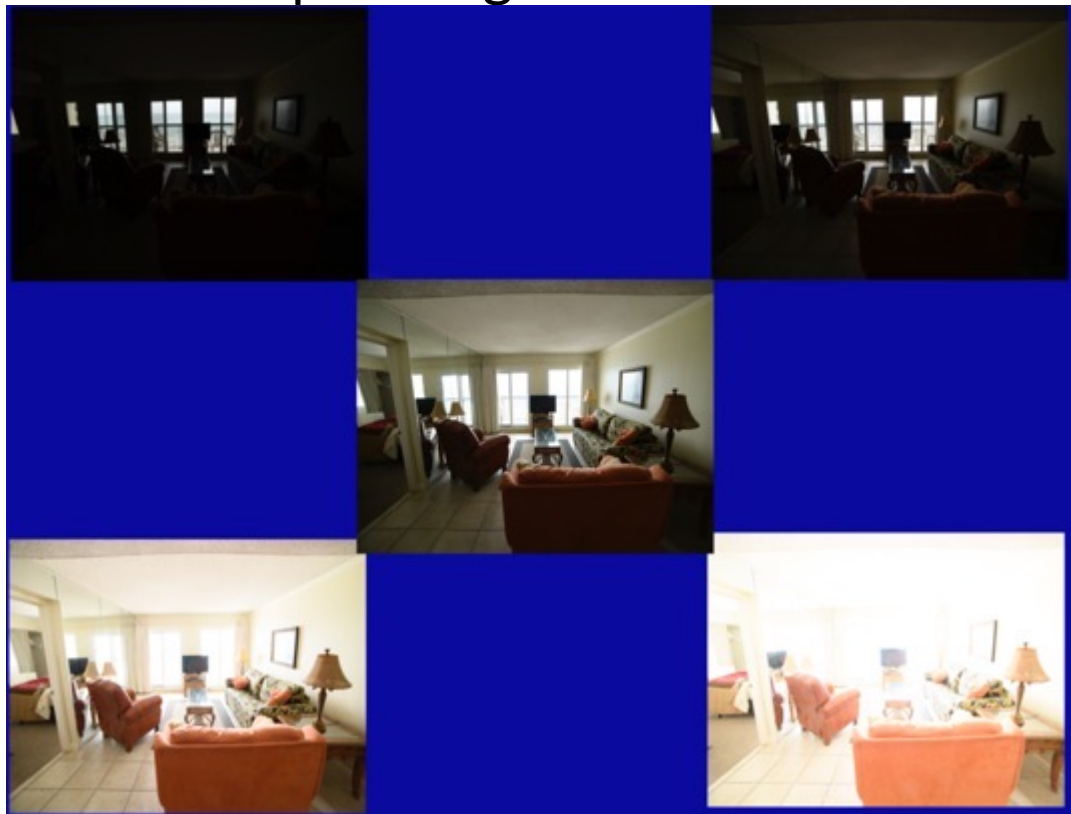
Post Processing

- Most people prefer “the light and airy look”
- Try to even out the tones, avoid shadows
- HDR can be your friend, plan ahead by taking multiple exposure, 3 shots/5 stop spread
- Crop judiciously, no one cares about the ceiling
- Be mindful of wide-angle distortion
- Be clever about blending to get nice window pictures
- Only send a set of the best, don't ask the client which ones they like.
- Don't underestimate the time to post process.

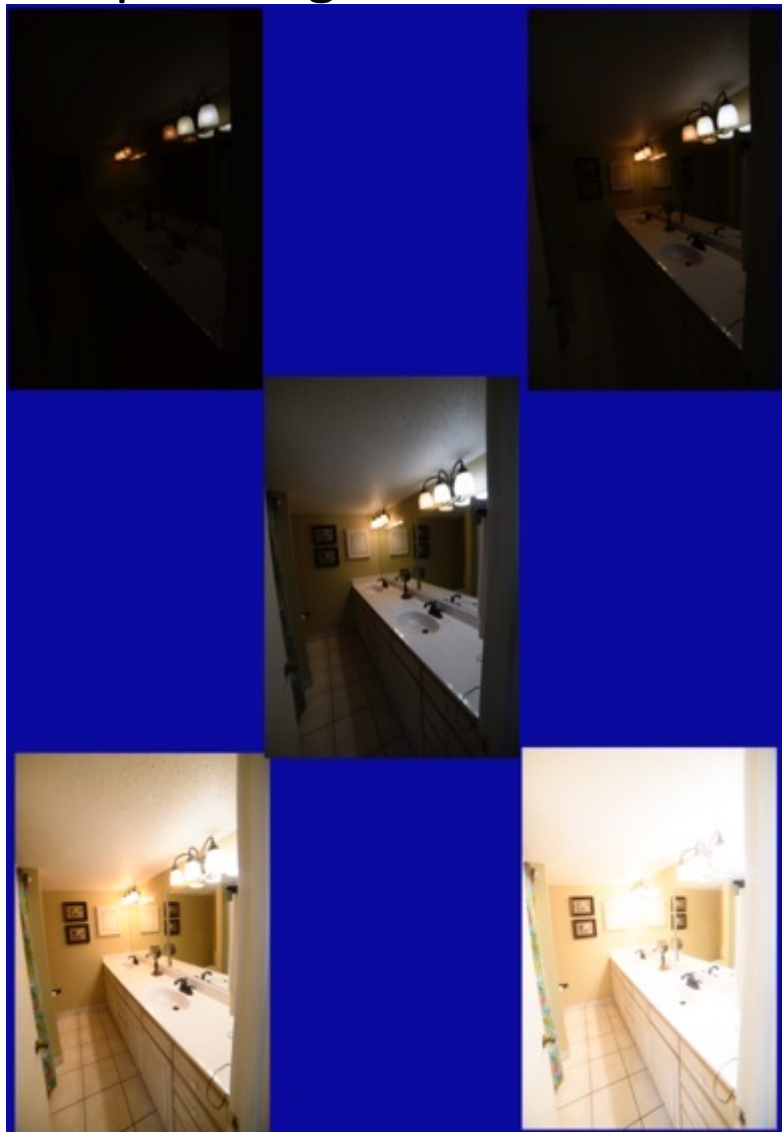
Other Stuff

- Most professional real estate firms request video, 360 walk throughs
- Some photographers offer Drone footage
- Pricing, don't do it for FREE!

Sample Images



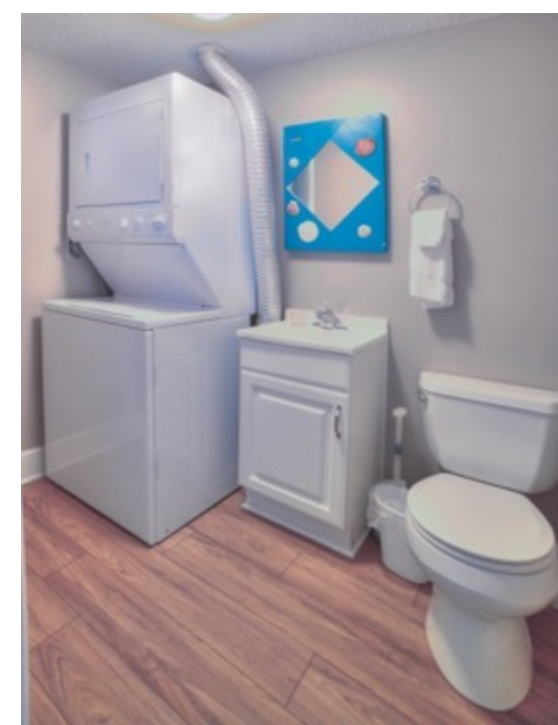
Sample Images



Sample Images



Sample Images



Sample Images