

3 Power Tips for Realtors Photographing Homes and Property:

1 - Use Natural Light:

- Turn off your flash!!!
- Use a tripod (any tripod will do, small table top tripods can work great).
- For outdoors use a low ISO (100, 200). For indoors use a higher ISO (400 – 800)
- Turn on lamps in the home
- Natural light will tend to sanitize, warm and beautify an environment.
- Flash from your camera will tend to give ‘cold, hard, flat’ lighting.

2 - Seek Different Levels and Angles for camera Position:

- Avoid photographing everything at eye level
- Get low (kneel, lay down, crawl)
- Get high (stand on stairs, chairs, ladders, etc)
- Explore different levels and angles.

3 - Use Natural Framing Devices:

- Photograph through a foreground of interest.
- Seek naturally occurring objects to frame your subject ie: branches, foliage, fences, doorways, archways, windows, etc.
- Framing your subject ‘within the frame of the image’ will add interest, depth and dimensionality to your images.

Kip’s Bonus Tips:

- Avoid the “**Bulls-eye syndrome**”. Do not center everything! Learn the ‘**Rule of Thirds**’. Keep your subject in the bottom, top, left or right third of the frame.
- Take more than one exposure. Experiment with different angles and perspectives.
- Mix it up. Balance between the wide views and close up details.
- Do not limit yourself to only sunny days.
- Always carry your camera with you.
- Shoot from corner to corner to enhance depth and size of the space.
- Make the extra effort to do more than document. Give yourself permission to be creative.
- You do not need to buy \$1000’s of fancy equipment. Today’s ‘Point and Shoot’ digital cameras have more power, ease of use, intelligence and hi-tech features built into them than ever before and they have never been so affordable!

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