



## What To Look For in Real Estate Photography

**Rule #1 Are verticals vertical?** The vertical lines of walls, furniture, and cabinets should NOT be leaning, suggesting that the home is structurally unsound. Likewise, lens curvature bowing of walls should be corrected.

**Rule #2 What is outside the window?** Overexposed “blown out” window must be hiding something. Likewise, correctly exposed windows in a dark room looks uninviting. It takes special equipment and photographic knowledge to correctly expose both.

**Rule #3 Color Balance?** Are white doors and baseboards white, or is there an overall yellow, orange or other colorcast? If using an HDR technique, does it look harsh and cold, or worse, overprocessed giving a radioactive glow?

**Rule #4 Lighting?** Is it a single oncamera flash overexposing near items but not strong enough to light the room, leaving the rear dark? I personally use multi offcamera flash as my preferred technique.

**Rule #5 Composition?** Many issues here. Lens not wide enough, more driveway/street than house, reflections in mirrors...and the list goes on.

For more information view “Errors” and “Interior and Exterior Images” at:  
[www.ImagesForRealEstate.com](http://www.ImagesForRealEstate.com)

You know what they <sup>...should</sup> say:  
**...a picture is worth a**

# \$1,000!

If the real estate company you hired to sell your home shows up to take pictures with an iPhone or point-and-shoot camera...

**FIRE THEM!**

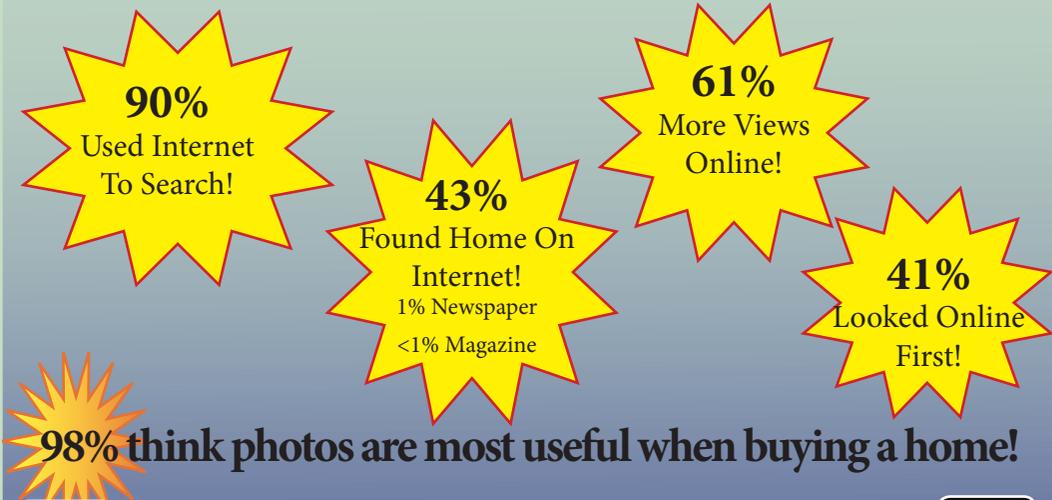


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