

Ultimate guide to property photography

Essential tips for agents &
property professionals

Let's
take
beautiful
pictures
together



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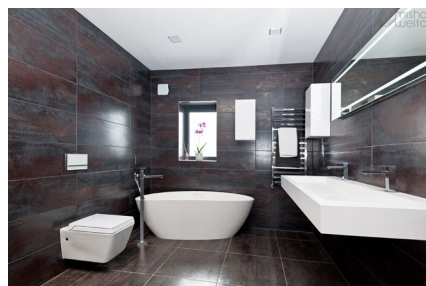
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Who is this guide for?

Anyone who wants beautiful sets of images for marketing property. If you're an **estate or letting agent** with '**beginner**' or '**improver**' **photography skills**, then the simple practical tips packed into this guide will soon have you shooting like a pro!

After reading, you'll know how to get photos that...

- ✓ Achieve a consistent, **professional look** across all your listings
- ✓ Portray yourself as a **market leader** who does things properly
- ✓ Help **win more instructions**
- ✓ Show off your properties in their **best possible light**
- ✓ Help your listings **stand out from the crowd**
- ✓ Attract **more enquiries** and sell or let quicker



Why great photos matter

rightmove  research shows that agents with ‘**great listings**’ achieve **93% more leads** than agents with ‘average listings’.



That almost **twice as many** excited house hunters ring or clicking to book a viewing or request more info.

Rightmove say that **great photos are the foundation** of a great listing.

It's **essential** to get them right!

Source: <https://hub.rightmove.co.uk/ultimate-listing-webinar/>

About Elements Property

Who are we?

Elements are a leading property marketing company who partner with estate and letting agents across the UK.

We specialise in **property photography** and **Image Enhancement**. We're the ones who wrote this handy guide.



Our mission is to empower you with the tools, expertise and help to market your property **better, faster** and with **more wow factor**.

Helping you market more amazing!

We help agents and property professionals who want the very best for their clients, who don't cut corners and who share our vision of a future where every property is marketed amazingly.

See what our existing clients say about us on [Reviews.co.uk](https://www.reviews.co.uk) >



Hi, I'm Alex, founder of Elements and the one who wrote this guide to help you capture stunning property photos.

Want to learn more about us? [Read the Elements story](#) >

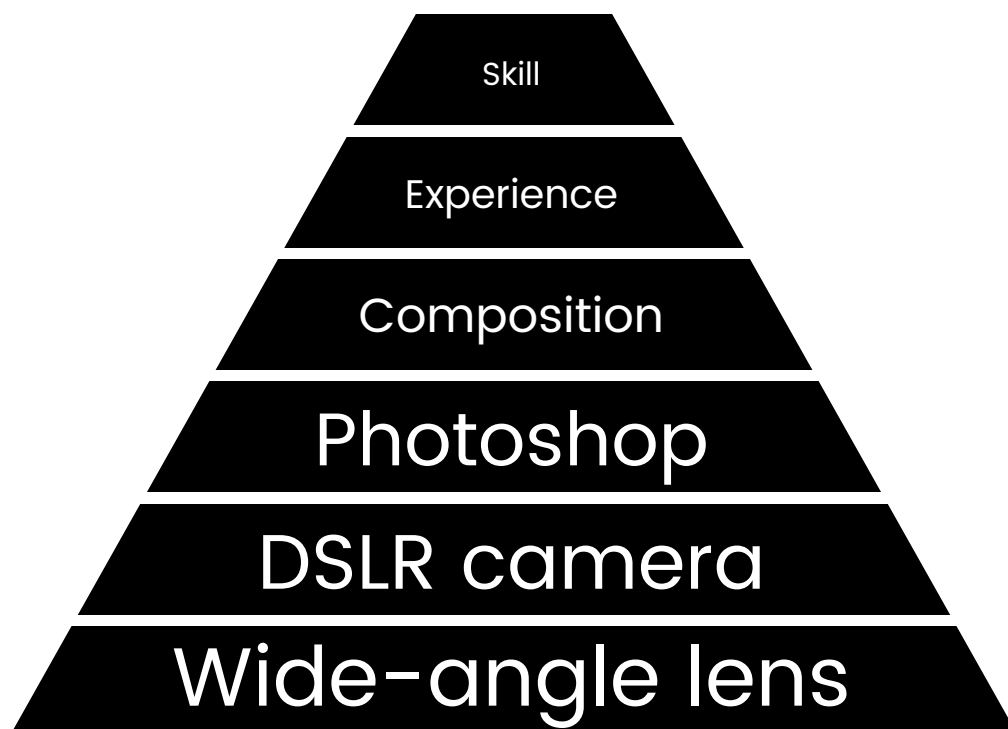
The pyramid of importance

These are the **most important factors** in capturing beautiful property photos.

The good news for those new to photography is that skill and experience are the **least important** factors.

The foundations of great property photography are using a **DSLR camera** with **wide-angle lens**, combined with **Photoshop** to bring out the best of the image (Elements can help with this part).

The top is open-ended as you can always **improve** your skill!



The camera: Entry-level

If you want truly stunning property photos, a **digital SLR is a must!** You don't need to break the bank, here's two excellent entry level models to choose from.

At Elements, we recommend the **Canon**, it's much cheaper than the Nikon and is perfectly suited for property photography. Save your money for the lens.



Canon EOS 4000D (body only)

£219.00

[Buy on Amazon >](#)



Nikon D3500 (body only)

£359.00

[Buy on Amazon >](#)

Pro tip

Save money by just buying the camera body i.e. without the standard lens.

The camera: Intermediate

If you want a camera that packs more of a punch, here's two options with **HDR (or AEB) built in**, avoiding the need for advanced HDR bracketing techniques.

HDR bracketing is a tricky skill to master, this is about **preventing whited out windows**. Search Youtube for 'HDR bracketing real estate' to learn more.

Get one of these though and this compexity is done **automatically**!



Canon EOS 80D (body only)

£979.00

[Buy on Amazon >](#)



Nikon D7500 (body only)

£999.00

[Buy on Amazon >](#)

Pro tip

Spin the settings wheel to SCN (Canon) and select HDR backlight control.

The lens

The lens is significantly **more important** than the camera in determining the quality of the images you capture.

A **10-20mm wide-angle lens** with **autofocus** is an absolute must over other types of lens because it will enable you to fit more of the room in the frame.

This Sigma is excellent but not cheap. Trust us though, it's **worth every penny!**



Sigma 10-20mm f3.5 EX DC HSM wide-angle lens with auto-focus

£300 - £320

[Buy Canon fit on Amazon >](#)

[Buy Nikon fit on Amazon >](#)

Pro tip

Lenses come with different fittings for different camera brands, make sure you get the right one!

File type and size

File type

Set your camera up to save files as **JPEGs**. Don't save them as RAW as these are very large files and unnecessary for regular property photography.

File size

The shots you take should be roughly **3MB-6MB** in size, anything bigger is unnecessary, anything smaller and image quality may be bad. If you wish to partner with Elements for Image Enhancement, each file must be **under 10MB in size**.

Resolution

Resolution is measured in megapixels (MP), the more pixels in a file, the more detail can be captured and the sharper your images will be.

Set your camera resolution to around **4272 x 2848** or **12 megapixels (MP)**.

Pro tip

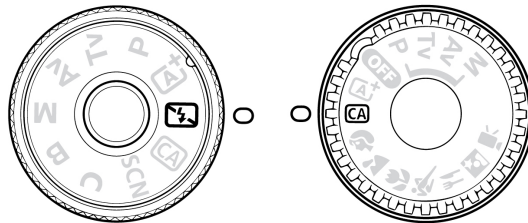
Set up your camera to shoot JPEGs at a resolution of around 4272 x 2848 to get a file size of 3MB-6MB. This may vary a bit, but that's OK.

The mode dial

Auto – flash off

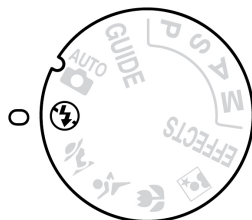
This keeps things super simple as the camera will do everything automatically and the flash won't fire. This shooting mode is suitable for both internals and externals.

Canon



Look for the 'Auto – flash off' icon. If it's not present on your model, select CA (Creative Auto), press the Q button and then set flash to off.

Nikon



Most Nikons have 'Auto – flash off' available directly from the mode dial.

Pro tip

Shots can often still look dull but that's OK. It's normal for Images to need a little TLC in Lightroom or Photoshop to correct exposures and boost vibrancy,

Preparing for the shoot

Ask the vendor to tidy up

To avoid strategically moving objects out of shot, **ask the vendor to tidy up** before you come round to shoot. Elements can help remove any remaining objects.

Cars and wheelie bins

Wherever possible, **drive/wheel them out of shot**. If this isn't possible, Elements can skilfully remove cars and bins from shot using Photoshop.

Doors, curtains & blinds

Open all internal doors and draw back curtains/open blinds to **maximise the light** in the property and show the 'flow' of the house.

Lights

Turn on every light in the house. Day or night, rain or shine, the more light, the better! Don't use flash, it can cause weird shadows and generally look bad.

Pets

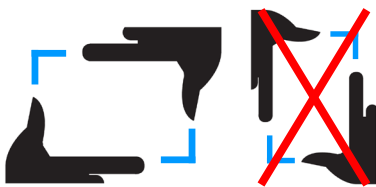
Some furry friends insist on posing for shots so ask the owner to **put them outside**. Try to ensure Fluffy is not sat in the window when taking the external shots.

Skips, scaffolding and garden rubbish

Unless you're feeling particularly energetic, you won't be able to do much about these, but **Elements Property** can magically remove them using Photoshop.

Composition

The **angle you shoot from** and the **composition** are both hugely important factors in getting a great shot. The good news is – it's easy!



Shoot in landscape, not portrait

Images look more professional.

Crouch to shoot from waist height

The distorted and unwanted 'leaning walls' effect is minimised.

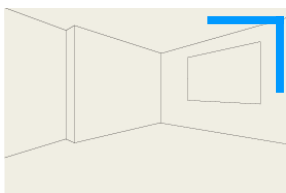
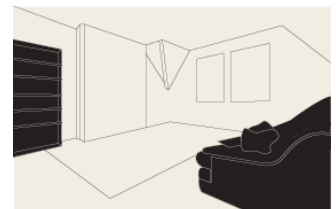


Shoot externals from an angle

To give a sense of depth to the house, avoid face on.

Shoot internals from an angle

Most rooms look better shooting from a corner, not face on.

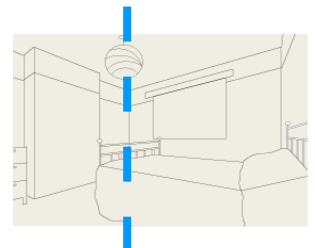


Frame things in the corner of the shot

Things like windows, doors, perspective lines etc.

Look for the 'Golden Section'

Try to align things approximately a third in from either edge.



Composition: 6 things to always aim for



Shoot externals from an angle



Shoot internals at an angle



Crouch & shoot from waist height



Frame things neatly in the corners



Shoot through doors in small rooms



Look for the 'Golden Section'

Keeping the camera still

For internal shots, you'll be shooting with a slow shutter speed of around 1/5 of a second, so the camera **must remain very still** or else the image will be blurred.

For external shots, there will be plenty of light flooding into the camera, so these tips are more relevant to **internals**, especially on darker days.

Don't use a tripod

Well you could, but you don't need to. Using a tripod is unnecessary and will just slow you down. It's easy to get great shots without using a tripod.

Pro tips

- 1 Position yourself in the **corner of the room**
- 2 Crouch down to shoot from **waist height**
- 3 **Lean back** against a wall to support yourself
- 4 Raise the camera and **lock your elbows against something** i.e. the walls
- 5 Take a breath and **hold it** while you focus the camera and take the shot

Focus: Internals

Get the focus wrong and the shot will be bad! Using a lens with **auto-focus** will make your job a lot easier but there is another focusing skill you need to master.

About the shutter release button

The button you press to take the shot is **pressure sensitive**.

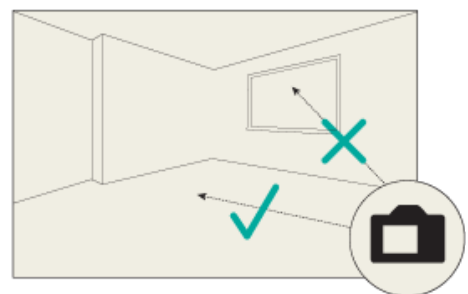
- Press **lightly** and the camera will focus
- Press **firmly** and the camera will capture the shot



Don't accidentally focus on the window

It's **easy** to accidentally make this mistake. The room will appear **very dark** if you focus when aiming at a window. Instead, try this...

- 1 Point the camera at the **floor**, a wall or the ceiling
- 2 Lightly press to **focus**, wait for the beep
- 3 Keeping the focus, **aim** the camera to compose the shot
- 4 Firmly press to **capture the shot**



Focus: External

Choosing **where to focus** the camera is the key to a great shot. Unless conditions are perfect, it's hard to get nice external shots. Elements can maximise appeal by **adding a blue sky** and **boosting colours** in Photoshop.

Grey overcast sky



Nothing ruins the appeal of an external property photo like a dull grey sky!

Bright sunshine



Sun can be very tricky to deal with due to extreme contrast.

When conditions are tricky and the image just doesn't look right, experiment by taking **three versions** of the shot **focusing on different points** to see what looks best.

Pro tips

- 1 Focus on the **sky**, then move to compose properly and take the shot.
- 2 Focus on the **house** and take the shot (usually the best option).
- 3 Focus on a **dark shadow**, then move to compose properly and take the shot.

Weather

Dealing with **varying light** levels in different **weather** conditions and at different **times of the day** is the challenge you face.

Bright sun is the trickiest to deal with, so try shooting when the sun isn't out. If it is, shoot externals when the **sun is behind you**, not behind your property.

Also, try shooting when there are **no dark shadows** being cast that cover most of the image. If this is unavoidable, Elements can lift dark shadows.

Issues caused by bright sun



Extreme shadows



Sun flares



Sun flares and shadows!

Pro tips

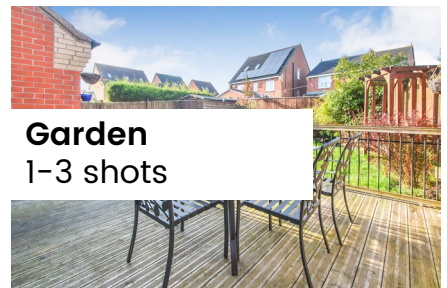
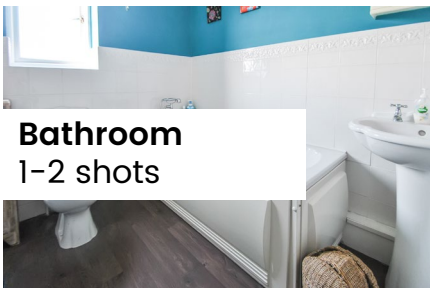
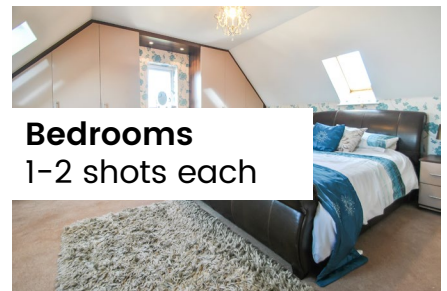
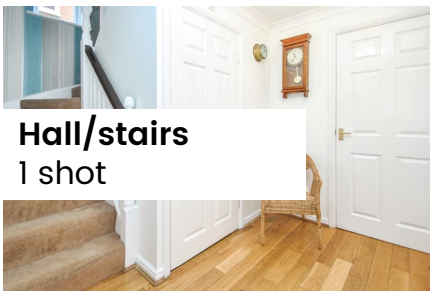
- 1 Take externals when you arrive and retake later if the weather improves
- 2 On sunny days, shoot external images when the **sun is behind you**
- 3 **Shooting on a cloudy day** can offer the best lighting for a house
- 4 The best **time of day** depends on the sun and which way your home faces

The perfect set of shots

Aim for **between 8 and 24 images** in total. The bigger the property, the more shots you should take to show it off! As a rule, shoot everything you can.

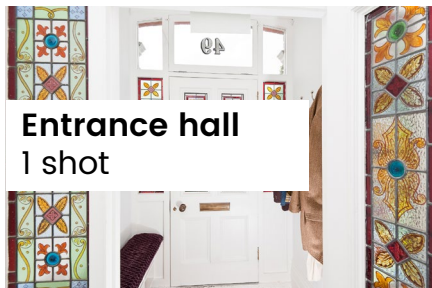
Key shots

Example: For a **5 bed detached house**, a set like this will do you well. Vary the shooting angle where multiple shots are suggested by standing in a different position to take the photo.

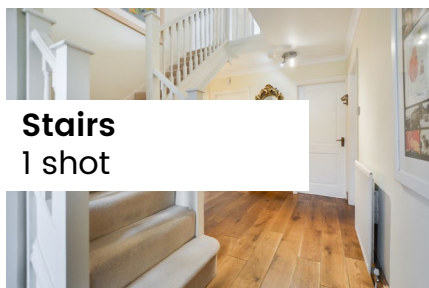


Additional shots

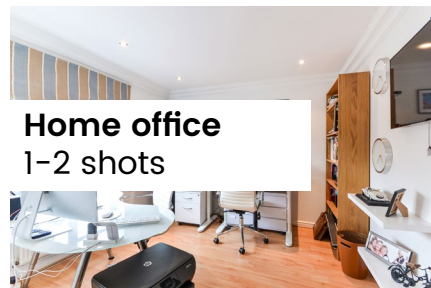
If you've got it, flaunt it! Shoot as many rooms and features as you can!



Entrance hall
1 shot



Stairs
1 shot



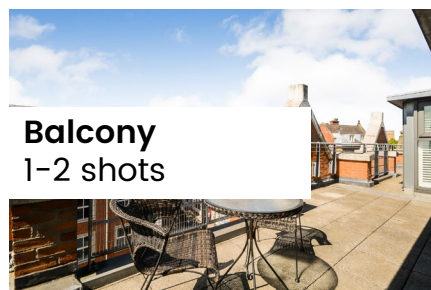
Home office
1-2 shots



Ensuite
1 shot



Conservatory
1-2 shots



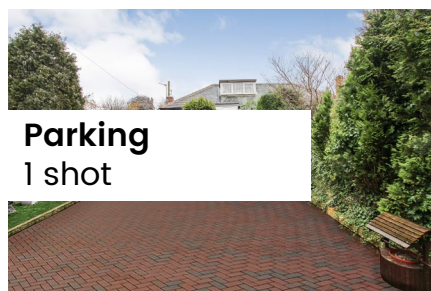
Balcony
1-2 shots



Driveway
1 shot



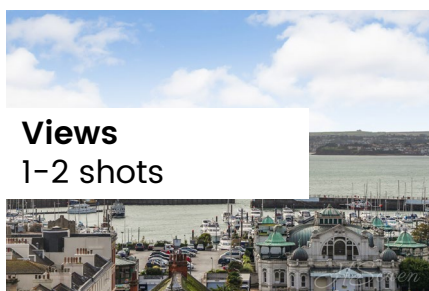
Garage
1 shot



Parking
1 shot



Cellar
1 shot



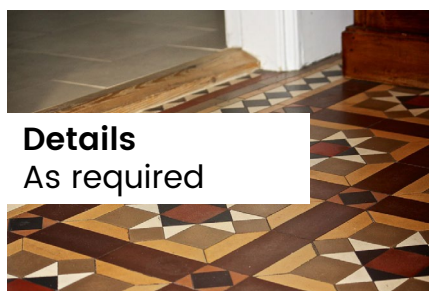
Views
1-2 shots



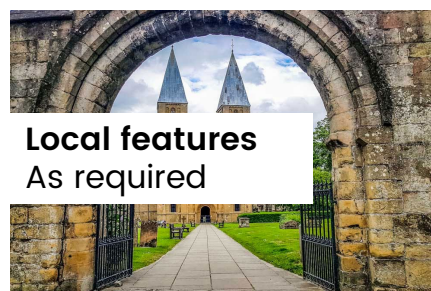
Outbuildings
As required



Land
As required



Details
As required



Local features
As required

Details

Show off those beautiful unique details of your client's home in close up. Don't be afraid to **get creative** and experiment with fun compositions!



Image Enhancement

Straight off the memory card, images can often still look **flat and dull** – no matter how well you've taken the shot. Cue **Elements Property!**

Enhancing your images is a must if you want your listings to stand out and create a **fantastic first impression** in the hearts and minds of anyone who sees them.

Image Enhancement by Elements Property



[Learn more about Image Enhancement >](#)

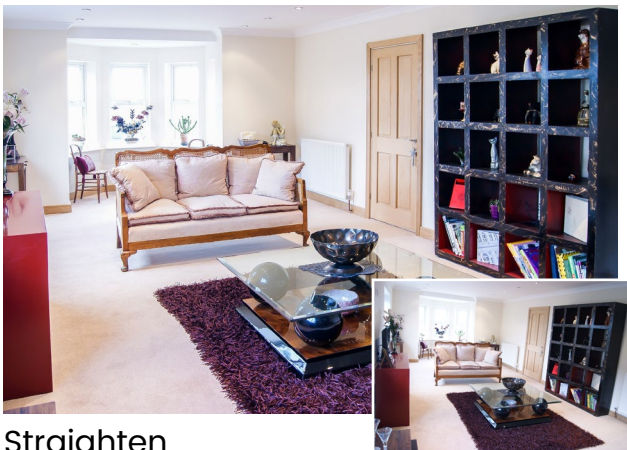
Essential edits – performed as standard on each order



Blue sky edit



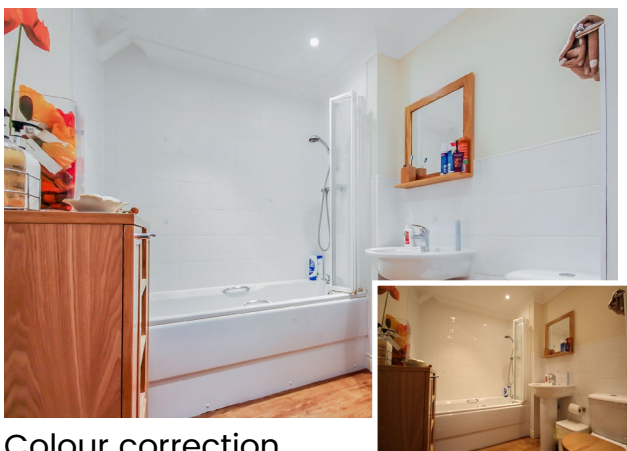
Exposure correction



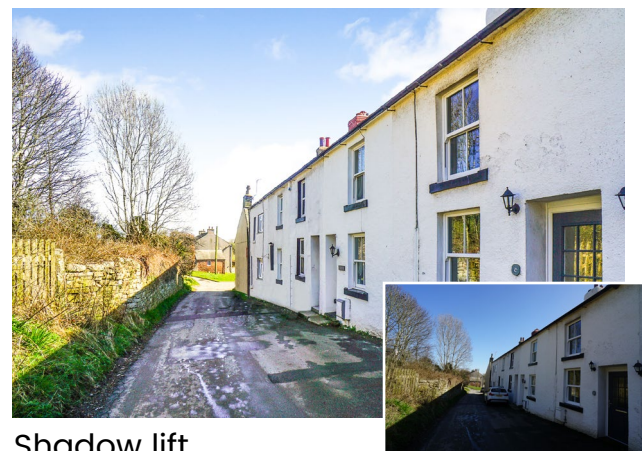
Straighten



Lens correction



Colour correction



Shadow lift

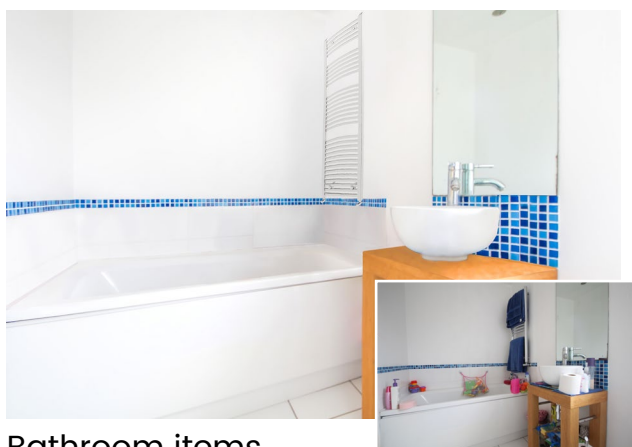
Object removal - performed if requested



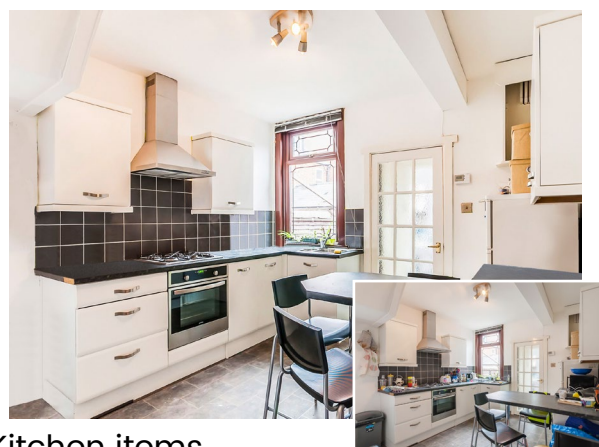
Bins



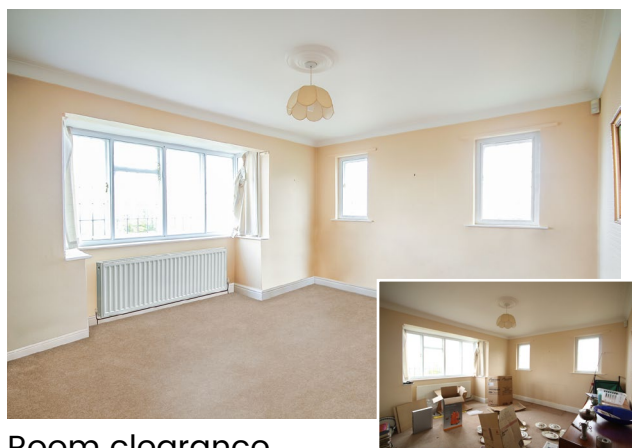
Cars



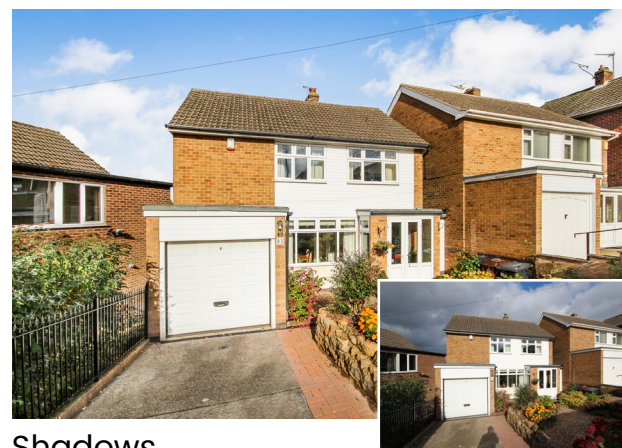
Bathroom items



Kitchen items



Room clearance



Shadows

How does Image Enhancement work?

- 1 You visit the property and take the photos
- 2 Upload the images via your Elements account
- 3 We enhance the images

How much does it cost?

We charge per set, not per image. Pricing starts at £6.95+VAT for a set of 8 images.

How quick are you?

3 hours on average. Allow a little longer for object removal. You can order 24/7 365.

Can I try it for free?

Yes, when you create an account you get 3 free orders with upto 24 image in each order.

Where can I learn more?

Visit elementsproperty.co.uk or call 0330 808 1616.

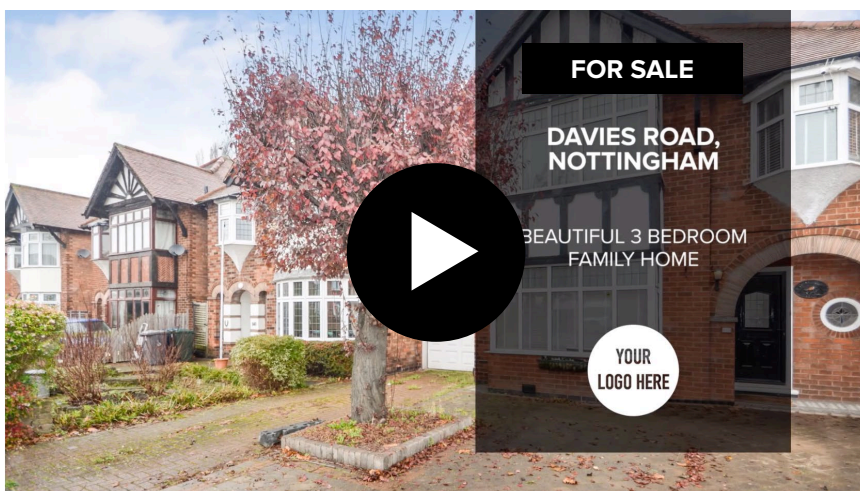
Checklist for great photos

- ☐ Get a **DSLR camera** and **wide-angle lens**
- ☐ Set your camera to shoot **JPEGs** at resolution of around **4272 x 2848**
- ☐ Keep images **under 10MB** in size
- ☐ Move **cars and bins** out of shot
- ☐ Don't shoot externals facing into the **sun**
- ☐ **Maximise light** by turning on lights and opening doors and curtains
- ☐ Use **Auto - Flash off** mode
- ☐ Crouch to take shots from **waist height**
- ☐ Keep still by **locking your arms** against a wall if possible
- ☐ Avoid focusing the camera while pointing at a **window**
- ☐ Shoot in **landscape** orientation (avoid portrait)
- ☐ **Shoot from an angle** - both internals and externals
- ☐ Try to **frame things in the corners** of the shot
- ☐ Shoot **small rooms** through an open door
- ☐ Look for the '**Golden Section**'
- ☐ Sign up for a **free trial** with Elements Property | [Sign up >](#)
- ☐ Send photos to Elements Property for **Image Enhancement**

What else do Elements do?

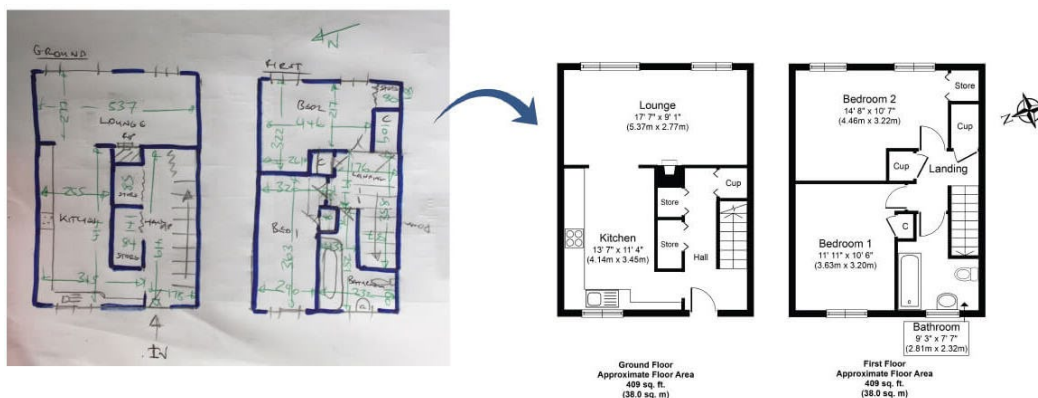
Video Slideshow

Transform your photos into branded HD video. Customise each video with the key features of the property, music and your contact details. [Learn more >](#)



Floorplan Sketch Conversion

You sketch, we create. Send your hand-drawn sketches to Elements and get back a branded digital floorplan. [Learn more >](#)



Reviews



James Morris, Estate Agent ★★★★★

" Would have rated Fantastic if possible.

Their photo enhancement really pays dividends. Sales particulars and internet portal ads look so much better. We especially love the facility of removing items and clutter and even a car (!) from photos.

We would strongly recommend them.

"

Ashley Buckland, Estate Agent ★★★★★

" We use Elements for the marketing of our properties, We couldn't be more impressed with the end result and the speedy turn around of Photo's & Floorplans. I would highly recommend this company if you want to stand out against the competition!

"

Russell O'Sullivan, Estate Agent ★★★★★

" We use Elements property to enhance our images. It's especially useful during the 6 months of particularly 'grey' weather we have in the UK. they're to load to their system and the turn around is amazing and generally within a couple of hours. Can't recommend this service enough and it really smartens up our image. Also helps securing instructions given how visual the market place is today. Price is also very reasonable.

"

Sanjay Akurugoda, Estate Agent ★★★★★

" Brilliant company, Brilliant service and they work wonders with the photos, Cant ask for anything more. Keep up the good work guys

"

Pete Oliver, Estate Agent ★★★★★

" "Brilliant in fact everything about Elements is brilliant. The company as a whole obviously put an emphasis on Customer Service. There was an hiccup when I tried to set up a DD payment but it was sorted quickly and efficiently."

"

Stuart Oliver, Estate Agent ★★★★★

" Elements have been part of my business since I started in May 2018. The quality of the photographs after they have worked their magic is superb! I have had countless people commenting on the photographs saying that they are so much better than the competition. The turn around time is great, I always receive them within the three hour window and sometimes out of office hours. I cannot recommend this service strongly enough. Stuart Oliver. SO Residential Ltd

"

Will Brandley, Letting Agent ★★★★★

" As a rapidly expanding estate agency in Nottingham, Slater & Brandley had the need for an established and vibrant company to assist us with the marketing of our properties. Alex at Elements property did (and continues to do) a fantastic job of providing the best in quality, efficiency and most importantly, speed. Not only does this allow us to get our properties on the market in record time, it also allows us to create a real "wow" factor for our clients. Highly recommended!

"

Al Wisden, Estate Agent ★★★★★

" Elements do all mt Floor plans and they make the process simple, fantastically affordable and have always been exceptionally friendly and upbeat from the first time I contacted them. The choice of formats and colours is brilliant and Elements are the only company I would use from now on! - Al Wisden, Wisden Homes Estate Agents, Bath

"

Jane Allen, Estate Agent ★★★★★

" A brilliant service that helps me provide a brilliant service to my customers!

"

Debra Jones, Estate Agent ★★★★★

" We always use Elements Property for floor plans and their photograph enhancement service. They are always super quick to respond and helpful if we have a question. Would highly recommend and wouldn't use anyone else.

"

See more reviews at www.reviews.co.uk, search Elements Property.