How to photograph your own home

The essential guide for owners, landlords & tenants

ELEMENTS PROPERTY

Let's
take
beautiful
pictures
together

Contents

Elements Property

Elements Property 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 for you.

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

Who is this guide for?

Anyone who needs a beautiful set of images for marketing their property. If you're an **owner, landlord or tenant** with **'beginner' photography** skills, then the simple, practical tips packed into this guide will have you shooting like a pro in no time!

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

☑ Achieve a **professional look** for your property images

☑ Show off your home in its **best possible light**

☑ Help your property **stand out from the crowd**

☑ Attract **more enquiries**

☑ Help you **sell and let quicker**
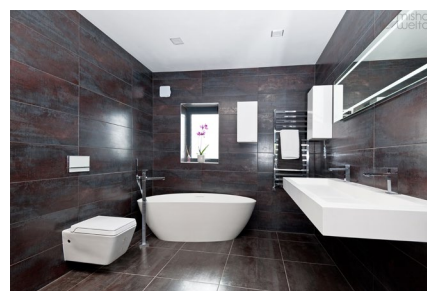
Why great photos matter

rightmove research shows that '**great listings**' achieve

93% more leads

than 'average listings'.

That almost **twice as many** excited house hunters ringing 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!

Preparing for the shoot

Tidy up

Before you start shooting, have a good whip round to **tidy up** all clutter, piles of washing, pots and pans, toys, shampoo bottles, pet bowls, personal pictures etc.

Cars and wheelie bins

Don't let these ruin your all important external shots. Wherever possible, **drive or wheel them out of sight.**

Doors, curtains & blinds

Open all internal doors and draw back curtains/open blinds to **maximise the light** in your 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 pictures, **put yours out of shot.** 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 these can be magically removed by **Elements Property.**

Your smartphone camera

Smartphones and tablets have **brilliant cameras built in**. Use yours to photograph your house. If you have a DSLR by all means use it, but this guide is about mobiles.

We'll take a dive into **iOS and Android settings**, but in case you're using a different phone or operating system, try to remember the following key points...

Pro tips

1 Each photo should be around **3MB to 6MB** in size (no larger than 10MB)

2 Images should be saved as **JPG or PNG**

3 Shoot at an aspect ratio of **4:3** (this will normally be the default)

4 Turn on **HDR** mode, if you have this option

5 Turn off **Live mode** or **Motion stills** (so pictures don't move)

iOS camera & photos settings

Here's a few things you can do in **Settings** to ensure your images look great and are easy to share...

Camera > Preserve Settings > **Turn OFF Camera Mode**
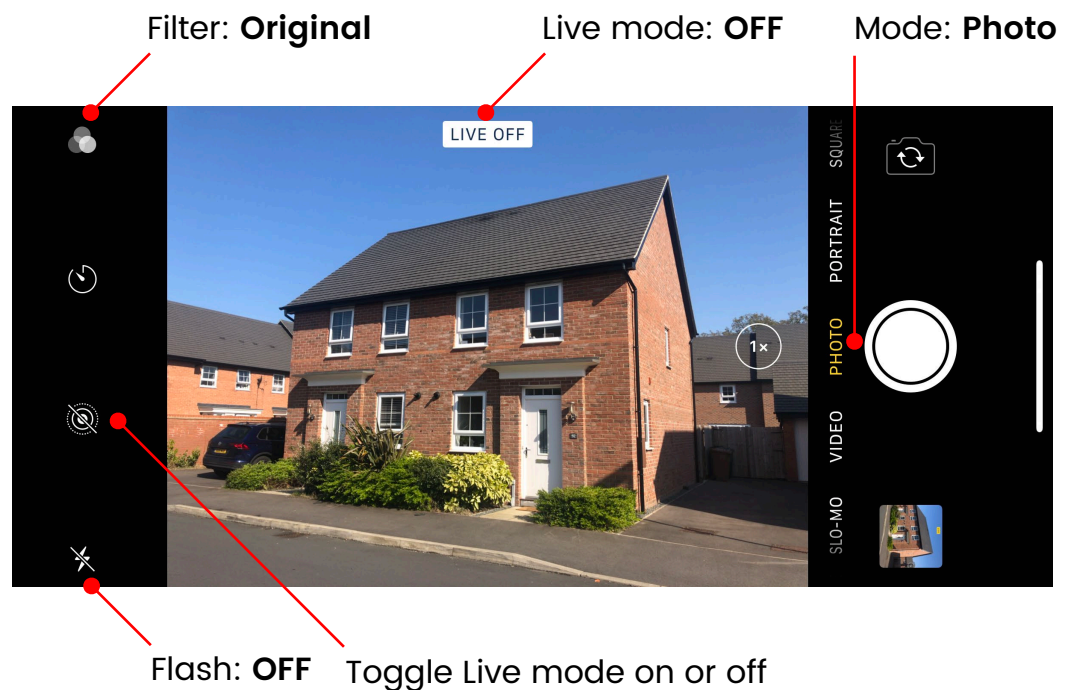Camera > Preserve Settings > **Turn OFF Filter & Lighting**
Camera > Preserve Settings > **Turn ON Live Photo**
Camera > Formats > **Select Most Compatible**
Camera > HDR > **Turn ON Auto HDR** (turn OFF Keep Normal Photo)
Photos > HDR > **Turn ON View Full HDR**

While using the camera

Filter: **Original**   Live mode: **OFF**   Mode: **Photo**

Flash: **OFF**   Toggle Live mode on or off

Please note: These settings are for an iPhone X on iOS 13.3.1. Your settings may vary if using a different model or operating system.

Android camera settings

Here's a few things you can do in **Camera settings** to ensure your images look great and are easy to share...

Pictures > Rear picture size > **Set to 4:3**
Pictures > Rear picture size > **Set to around 6MB** (under 10MB)
Pictures > **Turn OFF Motion photos**
Useful features > **Turn ON HDR** (set to Apply when needed)
Intelligent features > **Turn ON Scene optimiser**

While using the camera

Filter: **Original**   Aspect ratio: **4:3**   Scene optimiser on/off

Flash: **OFF**   Mode: **Photo**

Camera settings

Please note: These settings are for a Samsung Galaxy S9 on Android v9. Your settings may vary if using a different model or operating system.

Weather & time of day

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 at a time of day when there are **no dark shadows** being cast that darken most of the image.

Issues caused by bright sun

Extreme shadows

Sun flares

Sun flares and shadows!

Pro tips

1 On sunny days, shoot external images when the **sun is behind you**

2 **Shooting on a cloudy day** can offer the best lighting for a house

3 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 your property, the more shots you should take to show it off! As a rule, shoot everything you can.
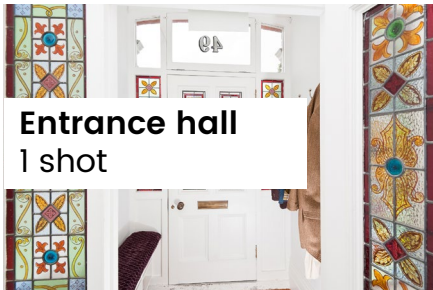
Key shots

Example: For a **5 bed detached house**, a set like this to send to your agent will do you well. Vary the shooting angle where multiple shots are suggested by taking the shot from a different corner or perspective.
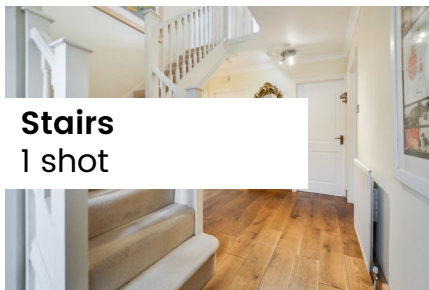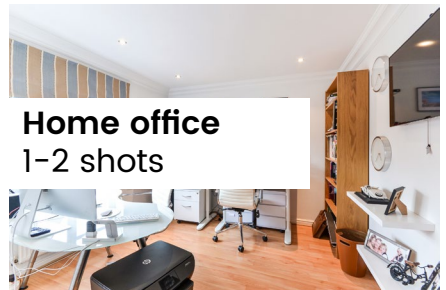

Front external
1-2 shots

Living room
1-2 shots

Dining room
1-2 shots

Hall/stairs
1 shot

Kitchen
1-2 shots

Bedrooms
1-2 shots each

Bathroom
1-2 shots

Rear external
1 shot

Garden
1-3 shots
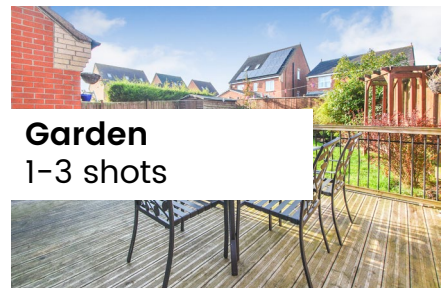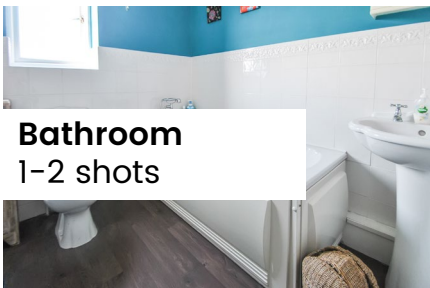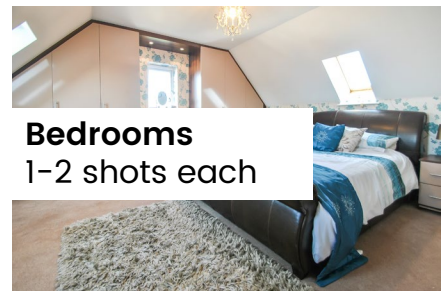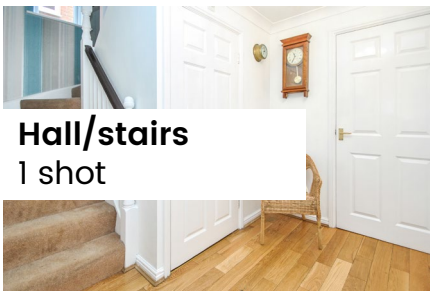
Additional shots

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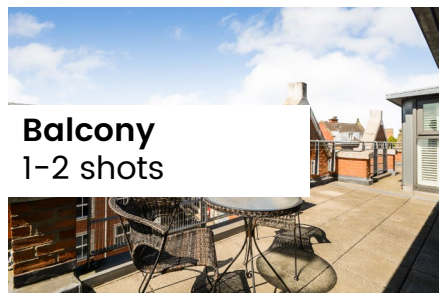
Entrance hall
1 shot

Stairs
1 shot

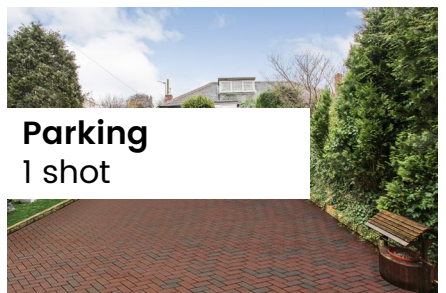**Home office**
1-2 shots

Ensuite
1 shot

Conservatory
1-2 shots

Balcony
1-2 shots

Driveway
1 shot

Garage
1 shot

Parking
1 shot

Cellar
1 shot
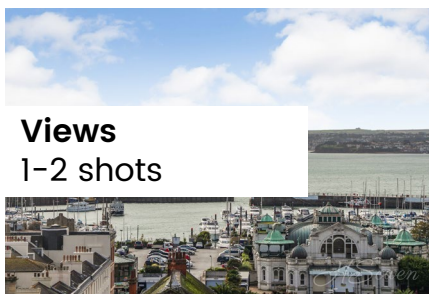
Views
1-2 shots

Outbuildings
As required

Land
As required
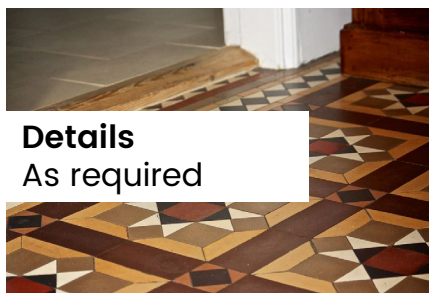
Details
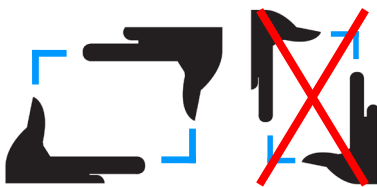As required

Local features
As required

Details

You know your home better than anyone, **show off those beautiful unique details** in close up. **Get creative** and experiment with fun compositions!

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

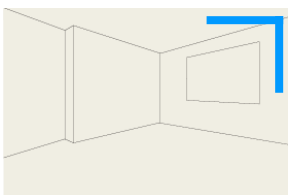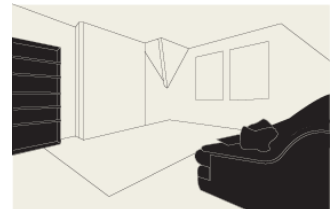The distorted and unwanted 'leaning walls' effect is minimised.

Shoot externals from an angle

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

Shoot internals from an angle

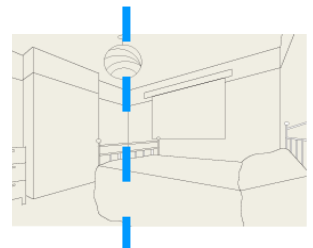Most rooms look better shooting from a corner, not face on.

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'

Sharing your photos

Next, you'll need to send the wonderful images you've just taken to your agent. It's best to **avoid sending them as email attachments** for many reasons.

Send photos to your agent using WeTransfer

WeTransfer is a simple and free way to **share files from your phone or tablet.** There is an app and the option to set up an account, but you don't need either. Here's what you do...

1. Go to **wetransfer.com** on your mobile device

2. Tap **Send a file**

3. Tap + and select **Photo Library** or **Files**

4. Select your **property photos**

5. In Message, **enter your name** and **property address**

6. Next, select **Send an email**

7. Next, enter **your agents email** and **your email**
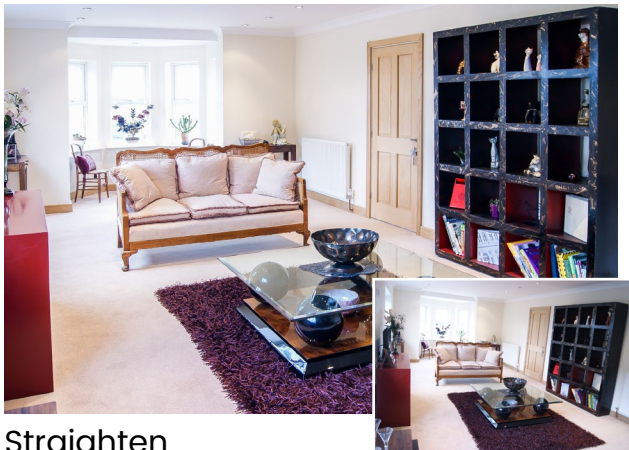
8. Tap **Transfer**

Image Enhancement

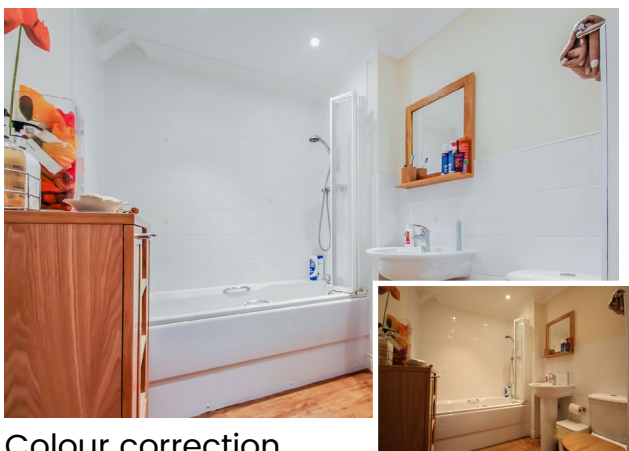Blue sky edit

Exposure correction

Straighten

Lens correction

Colour correction
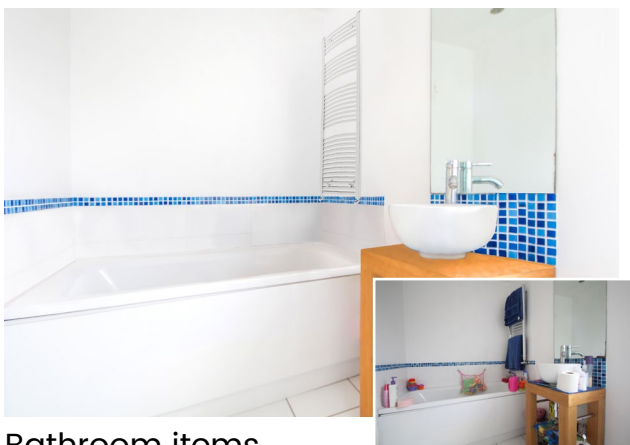

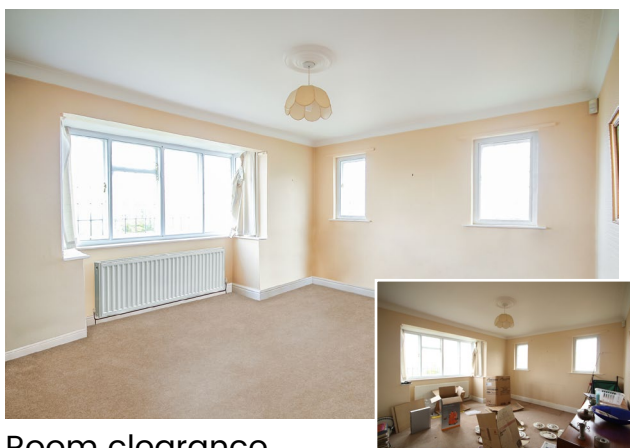Shadow lift

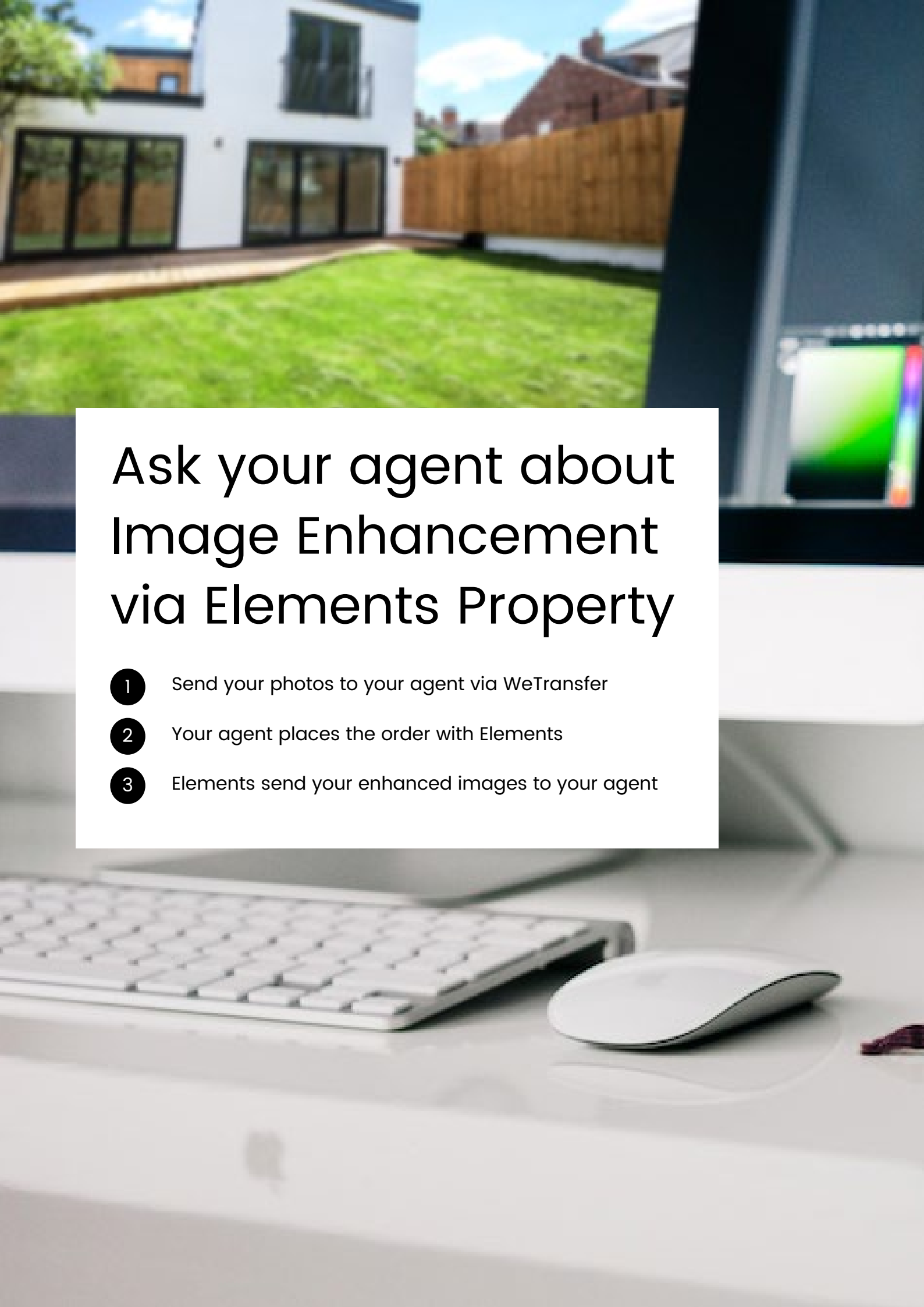# Object removal - performed if requested

Bins

Cars

Bathroom items

Kitchen items

Room clearance

Shadows

Ask your agent about Image Enhancement via Elements Property

1 Send your photos to your agent via WeTransfer

2 Your agent places the order with Elements

3 Elements send your enhanced images to your agent

Checklist for great photos

- [ ] **Tidy up**

- [ ] Move **cars and bins** out of shot

- [ ] Don't shoot externals facing into the **sun**

- [ ] Draw back **curtains/blinds** and open all internal **doors**

- [ ] Turn all **lights on**

- [ ] Check the **camera settings** are correct on your phone or tablet

- [ ] Shoot in **landscape** orientation (avoid portrait)

- [ ] Crouch to take shots from **waist height**

- [ ] **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**'

- [ ] Aim for around **8 - 24 photos** (more is ok!)

- [ ] Send your photos to your agent via **WeTransfer**

- [ ] Ask your agent about **Image Enhancement via Elements Property**