



# R<sup>2</sup> PHOTOGRAPHY

ARCHITECTURAL • COMMERCIAL • AVIATION

866-722-9506 • R2-PHOTOGRAPHY.COM  
102 CUMMINGS DRIVE, GOWER, MO 64454

## PHOTOGRAPHY TIPS FOR REAL ESTATE PROFESSIONALS

As real estate professional you know that the better your property images, the better the response of potential buyers. We want to help you achieve better and more consistent results for your interior property photography.

- 1.) Know Your Camera. If snapshots is all your after, don't read the manual. But, chances are your camera, even the most economical point and shoot models, have simple features that can take property "mug shots" and give them that extra special look that can make the difference.
- 2.) Check Your Camera. Before you leave to go to the property, make sure your memory card is in the camera and the batteries are charged. Nothing is worse than having to go back to a property because the camera was not prepared.
- 3.) Pause Before Clicking. Take half a second before you snap that image and think about what the shot is going to look like.
- 4.) Put Yourself In the Corner. No, you're not in time out, but you do want the room to look as large and dynamic as possible. The angle and depth provided from that prospective often provide flattering images.
- 5.) Check The Room. If the room is furnished, are things picked up, hidden, or otherwise staged for a flattering photo? Clutter, even in the smallest amount, looks exponentially worse in image.
- 6.) Turn On The Lights. Lighting gives depth and warmth to an image. It also softens the harsh lighting the flash from your camera.
- 7.) Configure Your Flash. Here's where you really need to read your manual. If taking an image in a room with a large window, the camera may be fooled by that light and turn off your flash, leaving you with a dark, underexposed and unflattering image. Different cameras may have different flash modes, know what they are, practice with them, and know what differences in exposure they make in an image.
- 8.) Longer Exposure. If you choose not to use a flash your camera will require a longer exposure. Under no circumstances try to hand-hold the camera. Even the steadiest hand cannot achieve consistent results. Use a tripod. But if you're going to do this, be mindful of the tripod legs potentially damaging floors, and the potential of the legs knocking items over.
- 9.) Beware of Reflections. This is especially true in windows, china cabinets, shiny objects, and mirrors. Be aware of what is reflected, especially if you are using a flash. When in doubt with a flash, try to stay at a 45 degree angle to the reflective surface so the flash is sure to bounce away from the camera.
- 10.) Remove Pets. Not everyone appreciates the presence of pets. Remove all evidence of them, the critter itself, litter boxes, toys, beds, etc.
- 11.) Check Out Competitors. Come on, you know you're already looking at competitor's listings, pay attention to their images as well. If one catches your eye (good or bad) try to figure out what about the image make you stop and look.
- 12.) Take More Images. Memory cards are cheap. Take all sorts of images from a variety of angles and lighting of each room. Once back at the office you can pick the best one. Nothing is a bigger waste of time having to go back to a property to capture that one image you missed.

If you only take one tip from this document.... **Slow Down.** Think about the image before you take it, move two steps to the right, two steps to the left, a step back, drop to one knee. Even a slight change in perspective can make all the difference.

*Kimberly Blom-Roemer is a professional commercial photographer specializing in interior and architectural photography. She regularly teaches property professionals how to achieve better results from their camera, whatever their photography experience. The tips here are a small part of one of R2 Photography, LLC's property photography courses and seminars. For more information on these courses, visit our web site.*

---

*The quality of the photography you use to represent your designs is a reflection of your firm's values.  
Together as part of your team we can bring your designs to life.*