

## ***Photo Guide***

The single most important factor in selling a house, other than price, is having good photos in your MLS listing and online. (See Marketing Your Home) Most buyers today search for homes online, and will rule out homes with bad photos or no photos at all. Make taking and posting great photos a priority.

This guide was written to save you time. It takes 5 minutes to read and understand how to get great photos, and your house will sell faster as a result. You'll also save time by avoiding the need of taking photos multiple times because they never seem to come out right.

### ***The most common photo problems***

- **Please don't send "vertical" photos (with camera turned on side); the photos will become distorted. Width must be the bigger dimension. Photos must be in landscape orientation.**
- **Please don't send panoramic photos as all photos are displayed in a standard dimension and the photo will become distorted.**
- **Please don't send photos larger than 640x480. That's the largest they will ever appear anywhere online. See below for an easy way to check size and how to reduce.**
- **Please don't send photos much smaller than 640 X 480 or they will also be distorted when displayed as a full size image (will look fine in thumbnail view).**
- **Please don't crop the photos, unless you retain the 4:3 ratio.**
- **Please name your photos: ie; 01\_front, 02\_kitchen etc..**

### ***How to shoot the best pictures to sell your home***

The best photos of home interiors are with window treatments open, when the photo captures the room as well as the view outside the window. The biggest problem with shooting a room with a window is that the camera will automatically adjust for the lighting based on the brightest spot in the photo, which is normally the light coming in the window. The room is normally not as bright as the window, so the camera compensates by adjusting for the brightest spot in the photo, making the inside too dark.

To overcome this, the light between the outside and the inside needs to be more equal. Take the photo when the outside is not so bright, at either sundown/sunrise, or when it's overcast. In fact, the best time is daytime in a thunderstorm, because the outside light is dim and diffused. Nobody will notice the rain outside in the final photo, especially since it will be small when viewed on the internet.

Experiment and try some shots with and without flash. Sometimes a flash can overcome bright light coming in the windows, because the flash will brighten up the inside without affecting the outside. Cameras, rooms, lighting, and other factors vary, so it's best to experiment to see what gets you the best result.

As for photos of the outside, a sunny day with a blue sky usually gives you the best photo, providing there are no undesirable dark spots due to shaded areas. You generally want the sun behind you. If the front of the house faces North, it may be best to take that photo on a cloudy day, especially if it's a brick house or has dark siding. The bright areas of the sky versus the unlit dark front give you the same problem as inside photos with overly bright windows.

### ***Which rooms to photograph***

**Most important areas to photograph:**

1. The front view
2. Living room
3. Kitchen
4. Formal Dining
5. Breakfast area
6. 2nd living area or different angle of living room
7. Backyard/garden/patio area
8. Foyer/staircase/entry – if noteworthy
9. Master bedroom if there is something interesting there
10. Any others are a matter of judgment as to what else captures the essence of the home.

### ***Sizing Your Photos***

If you do not have a program to easily size photos, you can go to CNET and download [Irfanview](#). It is a small quickly downloadable program that is quick and easy to use. Simply open your photo, go to Image, then Resize/Resample, make sure the box is checked to Preserve Aspect Ratio, then click on the button under Standard Dimensions for 640X480; Click File, Save As, name the photos in the order you would like them posted along with the name (ex: 1\_Front, 2\_Living Room, etc), make sure Save As File Type is set to JPG/JPEG, Save and you're done! **We will only accept photos in JPEG format.**