

Great Photos = Less Voids

Create More Demand For Your Property

Slides & Stuff

- ❑ Slides - www.landlordphotography.co.uk/pin
- ❑ Cheat Sheet - <http://landlordphotography.co.uk/free-property-photography-guide/>
- ❑ Questions – 07956 807 442 or info@landlordphotography.co.uk

Are Great Property Photos Important?



Are Great Property Photos Important?

❑ Empty 2 Bed Flat Costs £43 PER DAY



Why Listen To Me?

- ❑ Experienced Landlord & Investor
- ❑ Qualified & Experienced Property Photographer
- ❑ Experienced Photography Trainer
- ❑ Founder of LandlordPhotography.co.uk

What Camera To Use?



Great Photos = Less Voids - www.landlordphotography.co.uk

What Camera To Use?

- ❑ Sensor more important than megapixels
- ❑ Don't need the most expensive
- ❑ Use the right lens
- ❑ 10-18mm makes rooms look bigger



Other Kit

- Speedlite Flashes
- Tripod
- Light Stands & Umbrellas / Deflectors



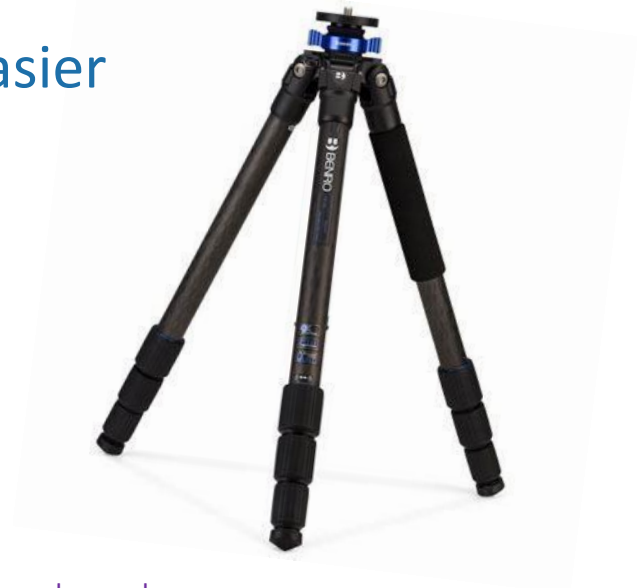
Flash

- ❑ Blow out windows
- ❑ Exposure for windows
- ❑ Flash to light the room
- ❑ Positioning flash(es)
- ❑ Using umbrellas & reflectors
- ❑ Manual flash gives more control – trial & error
- ❑ Beware reflections



Tripod

- ❑ Cumbersome and slows you down
- ❑ Allows you to brighten up dark spaces without flash
- ❑ Slow exposure & manual focus easier
- ❑ Avoid camera shake
- ❑ Don't have to compromise ISO



Essential Knowledge

- ISO
- Aperture
- Shutter Speed
- Exposure
- White Balance



Preparing For The Shoot

- Clean & tidy inside & out
- Declutter
- Move eyesores
- Stage the rooms with colour
- Depersonalise



Final Checks

- Toilet seats down
- Lights on – watch for shadows
- Move furniture to create ‘flow’
- Furniture marks on carpet
- TVs/monitors off
- Remove people & pets



Final Checks

▣ CHECK AGAIN!!!

Taking The Money Shots Internal

- ❑ Take from corners capturing 3 walls
- ❑ Shoot from waist height to stop walls 'leaning in'
- ❑ Be a human tripod
- ❑ Shoot from high up in a corner looking down can be good in tight spaces
- ❑ Be careful of shadows

Post Processing

- Straighten
- White balance
- Exposure
- Vibrance
- Highlights
- Shadows
- Dehaze (external shots)
- Remove objects
- Reduce noise
- Clarity
- Sharpen
- Profile corrections
- Chromatic aberration



Easy Option – Hire A Pro

- Get a specialist Property Photographer
- Price is not everything
- Turnaround time
- Arrival time & time at property
- Post processing
- What is included?



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