

This document is a guideline for organising your own real estate photography with a professional photographer. By owning this crucial step in the sales process, you will minimize any surprises and more importantly; have more control of usage, quality and personal preferences.

GET TO UNDERSTAND EACH OTHER

When establishing a relationship with a photographer it is very important that you get a mutual understanding of how you work and what it requires to have win-win situation as a result. Never assume anything and be very clear on what it is that you need.

Licensing and Usage rights:

- Always ask for the written terms and conditions and understand the usage rights. Share with the photographer how you like to use the photos for your business/ portfolio/ social media and agree on it before planning a first shoot. Confirm it in writing!
- What does the Photographer charge in case of relicensing? (rooming house, same config)
- What is the process in case you decide to change agency after it was already listed?

Service

- What is the guaranteed turnaround time for a product after the shoot has taken place?
- Check if the service includes a quick preparation to get the house ready for photography. For example: control of blinds, pillows outdoor set, lights, Toilet seat down, bins out of sight, etc
- What process is followed in case of unsatisfactory results?
- Ask if the photographer has a checklist they work with.

Photo delivery:

- You require the following outputs:
 - ASPECT | 2 x 3 / 4 x 6
 - Web Resolution | 1024 x 768 / 72dpi (Domain.com.au & realestate.com.au standards)
 - Print Resolution | 6000 x 4000 / 240dpi
- Ask if the photographer can add supplied watermarks if required.

PLANNING

Scheduling

- Plan ahead! Real Estate photographers usually need at least 48hrs -72hrs before they can plan you in. They love when you give them a bit of time. Unlike most agents you know well in advance when you need the photography for. Use it as an advantage.
- Share the preferred time of day for the best light and allow a time window if possible. You don't want a photographer who is in a rush.
- Check if the photographer is able to plan a shoot on a nice day between date A and date B.
- What is the cancelation/rescheduling process? When are costs involved?

Recommended packages for photography per configuration type

- 3 bed x 1 bath : 10 – 15 photos
- 4 bed x 2 bath : 15 – 20 photos
- Add 3 aerial photos if there's an obvious selling point of nearby beach / shopping center / main roads / schools
- Order standard or economy photo packages for unfurnished or non-renovated properties.
- Get a premium package for beautifully staged renovated or new properties! Add a couple of lifestyle shots (zoom)
- White walls, light house? Get it shot during daytime with lights off!
- Twilight /dusk shoot can be good or really bad. Check portfolio first before enquiring this type of shoot. For twilight shoots it is recommended to have exterior light fixtures that add the magic. Windows need to be visible and with too much bush or shrubs it is recommended to stick with a daytime shoot.

PREPARATIONRequirements for the shoot

- Be very clear on having 1-3 zoom shots as a maximum. You need Real estate photography and not architecture / magazine photography.
- For the wide angle shots of the rooms you need a minimum of three walls in the shot.
- You want a realistic representation of the property. No fish eye lenses but definitely wide angle! On a full frame system don't go wider than 15mm. At Skygrove Media we use 16mm as focal length.
- Tell the photographer you love accurate color management. Incorrect colors can mislead prospective buyers.
- Ask if it is possible to shoot and deliver the property in your preferred flow so the viewer gets an understanding of the layout of the property. A hallway shot, for example, can connect multiple images. Ask the Real Estate Agency to follow the order of photo numbers accordingly or ask why they follow a certain order.
- Here are some guidelines we advise to our clients in order for preparing their home for professional photography. Ensure you have taken care of it before the photographer arrives:

GENERAL: minimize/declutter, depersonalize, load your garage with excess furniture, pets and personal stuff, Introduce some green plants – they create texture, contrast in color and add LIFE. Check all lights to be working and connected.

TOILETS: No separate toilet shots. In general, all toilet seats down. Full toilet paper roll with folded sheet. No toilet brushes, toilet roll holders.

BATHROOM: No bath rugs, no weight scale, no towels (except for designer towels), no tooth brushes, hair brushes, hairdryer, shampoos, no used bar of soap, no tissue boxes. Keep everything to a minimum. A plant and designer soap dispenser is sufficient.

KITCHEN: Keep fridges free from magnets, memos etc, just a toaster and kettle as a max, no wires visible, fresh fruit (at least 3 different colors in a bowl), fresh scones on a roster ;), No towels other than designer towels, no floor mats.

DINING: Have fresh cut flowers or a nice feature art on the dining table. Set the table only if you have presentable tableware.

LOUNGE: No remote controls in sight, no wires, dress the couch with pillows and a drape of contrasting colors. Keep things to a minimum.

BEDS: a beautifully made bed adds value!! Put some extra time in perfecting it! No tissue boxes, no wires visible.

OUTSIDE: freshly cut lawn is a pre, no garden hoses, no cars on driveway, no pets toys, no garden tools. Get a bottle of wine with 2 glasses on an outdoor set and optionally add a small cheese platter to create a lifestyle setting.

POST SHOOT

Feedback

- Give feedback in a constructive way so the photographer gets a clear understanding of what you prefer and ask if they can implement this for the next project. Try not to micromanage and allow space for creativity from photographer as long as within your minimum requirements.
- In case of an unsatisfactory result, keep to the facts rather than feelings and try to find a reasonable solution.

Invoicing

- Ensure you get an invoice so you can claim tax.
- Pay asap so YOU become their next priority.