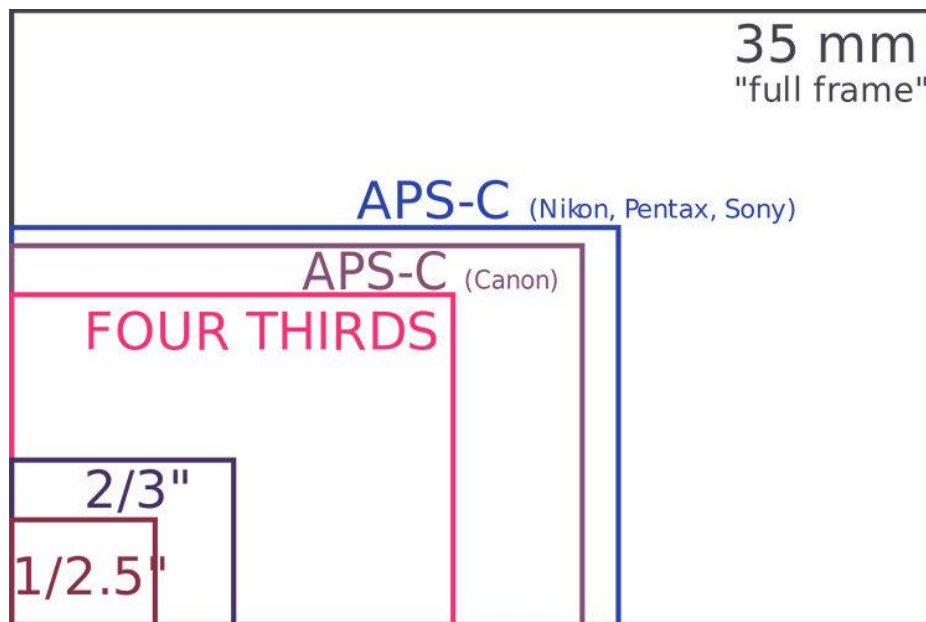


## COMPARISON DIFFERENT PHOTOGRAPHY STYLES

This document shows how differences in equipment and editing styles and possibly pricing of real estate photographers. Both examples are shot by different real estate photographers and were taken 2 weeks apart. The subject is a professionally staged reno-flip project. The comments below every picture are given from my perspective (Teun Surminski) with the intention to explain the differences in equipment, composition and editing used to capture a property for marketing purposes.

Example 1 is taken with a more affordable APS-C cropped sensor and likely shot with a 10mm-15mm lens. Cropped sensors require a more extreme wide angle lens to capture a similar range than a FULL FRAME camera.

Example 2 is shot with a full frame camera and higher quality lens 16mm-35mm. The use of higher end equipment leads to a more accurate color representation and less distortion. It can also be noticeable in the cost for a shoot.



Example 1: 20 daytime photos for \$180 (Economic photography)

Example 2: 20 Photo Package for \$275 (Standard photography)

The Property Investor paid \$140 to the real estate agency and is not allowed to use the images for commercial use on her social media channels nor her website portfolio before paying for a new license. The Real estate agent holds the commercial license as commissioner.

## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



Shot taken on walkway not entirely showing the boundaries. Sunny day, no sky replacement. Colors mildly over-saturated. Subject nicely centred. Trees not cropped.



Boundary to Boundary visible but limiting view of neighbouring properties. No bins, cars, animals in shot. Subtle sky replacement on cloudy day. Front shot taken at 35mm from across the street to allow footpath + realistic roof height. True colors of home - correct white balance.



## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



2<sup>nd</sup> Front shot not very different to the first one other than the bird on the wire and some view of the front door. House not centred, no sky replacement. Colors mildly oversaturated but lawn remains dull.



New angle of the front gives a different perspective and provides a close up of the windows (construction), an additional walkway to the front door and a peak across the street.

## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



Shot with DSLR camera at 10-12mm. Only 2 walls in the shot. Misses vibrancy and definition of colors, walls are not representing true colors. No true whites in the image, only broken white. Cables visible under chair. Shadows overly lifted.



Shot with full frame camera at 16mm. 3 Walls visible. Distance to doorway visible. Objects stand out more due to accurate color management.



## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



Only 2 walls in the composition. Kitchen has different white tones. White balance overall not accurate.



No color cast in walls. Curtain on left marks 3rd wall of the room

## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



Not sure what to focus on as everything but except book is out of focus and cropped.



Zoom shot focusses on fireplace feature. Everything connected with fireplace is in the shot. and in focus.

## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



White balance is off. Straight on shots of kitchens can be really nice but should've been taken a bit higher.



Composition including kitchen shows more of the space and does justice to the staging.



## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



Here are 3 images that connect shots all together as they provide an idea of the layout of the home.



## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



Good angle but only showing 2 walls. White balance is off.



Bigger composition due to full frame camera/lens and different color use. Showing 3 walls

## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



This angle shows a big white wall and a cable coming out of the wall. Where should the viewer focus on? Either artwork should have been up to balance it or angle should have been straight-on the side of the bed.



2<sup>nd</sup> shot of bedroom is a lifestyle shot taken from the hallway. It creates a feel rather than showing the space. It should therefore be kept to a minimum and only done in case the staging is good.



## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



Lights on or off is personal. Off during daytime gives a more natural feel and avoids yellow color cast on white walls. Bed is cropped, Only 2 walls visible.



Lights on or off is personal. Off during daytime gives a more natural feel and avoids yellow color cast on white walls. Bed is fully in shot, 3 walls visible which gives you an idea of the room size.

## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



Good use of space in smallest room to get best possible composition. Only 2 walls visible. Moved chair and rug inside to get it in the composition. Downlights on and cropped. White balance is off. Desk is plain white in reality.



Good use of space in smallest room to get best possible composition. Only 2 walls visible  
Lights off



## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



In this composition you see 25% door and the shot is too low. No depth of vanity visible.



Balanced composition with bath, shower, vanity, light and towel rack. Bathroom seems more spacious due to the different angle.

## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



Shot lower to the floor, only 2 walls visible depth work bench not visible.



More depth due to different angle. 3 Walls. Shot a bit higher so you can look onto a bench and see the size of the sink.



## COMPARISON DIFFERENT PHOTOGRAPHY STYLES



Good angle, shows house, newly renovated patio and substantial part of the garden. Tiles are depicted as light blue whilst they are white in reality. Vertical poles are not edited with precision, they should be all white.



Same angle, more accuracy in color management and editing.





An aerial shot shows proximity to golf court, harbor, parks, ocean/beach, schools, shopping centres etc.