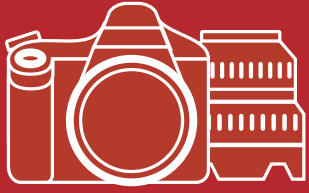


PRO PHOTO



TIPS FOR AGENTS

LIGHT

INTERIOR



- Turn on all lights.
- Avoid using your flash.
- Early morning, twilight or cloudy days are best.

EXTERIOR

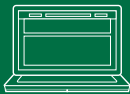


- Keep the sun at your back.
- Beware of window glare.
- Turn on all exterior & interior lights for early morning or twilight photos.

TECHNOLOGY



Use the highest quality camera available to you.



Use photo-editing software to adjust brightness & color contrast.

ANGLE

HIGH



Stand on a step ladder or chair.



LOW



Crouch low & point the camera up.



WIDE



Show as much of the room as you can.

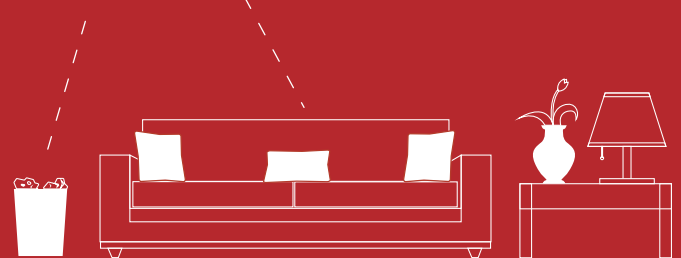


PRESENTATION

Add finishing touches (flowers, pillows).

Remove personal touches (family photos, memorabilia).

Remove clutter



FURTHER RESOURCES

RichmondAmerican.com/RealEstatePhotography

RichmondAmerican.com/CurbAppealTips

You'll get the best results by hiring a professional photographer, but in a pinch, we hope these pointers will help!

Find more home selling tools and tips on our blog for real estate agents: RichmondAmerican.com/agent-blog

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