



REALIGN DESIGN

Staging and Design
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12 Easy Tips for Eye-Catching Photos

1. Studies show that the photos on Instagram that get the most 'likes' are those with lots of uncluttered space, with blue tones in them, and with less color saturation.
2. Look for the softest lighting times – the couple of hours after dawn and the couple of hours before dusk. A cloudy day is often the best for reducing harsh shadows. Make sure light is coming from the side or behind you.
3. Take photos from all angles – from the entry of the room, directly at focal point, from each corner, and an aerial shot if possible. Try multiple settings - Flash, no flash. Lights on, lights off.
4. Use a wide-angle lens if possible. Take photos in landscape mode as this is what is most often required for MLS and other sites.
5. Try to have something green in the foreground of exterior shots and make sure there is a flower or plant to soften every interior frame.
6. Highlight the positive. Identify the best features of the home and focus on those.
7. Off-center crops can look more updated and interesting. Go for some close-ups of a fabulous architectural feature or amenity.
8. Do not use any unflattering photos. (You would think this one goes without saying, but MLS is full of photos revealing the worst.)
9. Do post as many photos as are allowed on each site. Search engines love lots of pics. You can't take too many photos. It is easy to delete multiples, but difficult to go back and retake the shot later.
10. Use a tripod to get clearer images. If you don't have one, steady yourself by leaning against something. Stand with feet apart and squeeze arms into chest. Avoid the distorted wall look by keeping your camera pointed straight ahead, not tilted forward or back.
11. Review your photos several times during your shoot and before you leave. Make sure there isn't a piece of fuzz on the lens or a wayward tissue on the floor that you didn't notice.
12. Edit your photos – adjust tone, bring up the shadows, straighten, crop, photoshop out flaws like cords, etc.