

# A Guide to Stunning Listing Photos for Selling Your Home



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## Clean and Declutter

- Before taking photos, thoroughly clean and declutter every room.
- Remove personal items, excess furniture, and unnecessary décor.

## Maximize Natural Light

- Use natural light whenever possible. Let in sunlight.
- Avoid harsh shadows by shooting on a bright, overcast day or during the golden hour (early morning or late afternoon).

## Use a High-Quality Camera

- Use a DSLR camera or a smartphone with an excellent camera.
- Ensure the camera is steady to avoid blurry shots.

## Wide-Angle Lens

- A wide-angle lens can capture more of the room in a single shot, making spaces look larger.
- Avoid excessive distortion by not overusing the wide-angle feature.

## Level the Shots

- Ensure that your camera is level to avoid skewed angles.
- Use a tripod or stable surface for steadiness.

## Staging

- Arrange furniture and décor, highlight best features of each room.
- Consider professional staging for a polished look.

## Multiple Angles

- Capture multiple angles of each room for a comprehensive view.
- Include shots from different corners and entryways.

## Exterior Shots

- Showcase the exterior, including the front and back yards, landscaping, and any outdoor amenities.
- Consider shooting exterior photos during different times of the day to show different lighting conditions.

**Aerial Shots**

- If possible, use drone photography to capture aerial views of the property and its surroundings.

**Night Photography**

- Capture photos of the property at dusk or during the evening to showcase exterior lighting and ambiance.

**Details Matter**

- Highlight unique architectural features, high-quality finishes, and desirable amenities.
- Close-up shots can showcase intricate details.

**Edit and Enhance**

- Use photo editing software: enhance colors, contrast, and exposure.
- Avoid excessive editing that may misrepresent the property.

**Include All Rooms**

- Ensure you have photos of every room, including bedrooms, bathrooms, kitchen, living spaces, and storage areas.

**Use Vertical and Horizontal Shots**

- Combine both vertical and horizontal shots to vary the composition. Vertical shots work well for exteriors, horizontal shots are best for interiors.

**Consistency**

- Maintain a consistent style and lighting throughout all your listing photos. Buyers appreciate a cohesive presentation.

**Reflect the Seasons**

- Update your listing photos seasonally to showcase the property's appearance year-round.

**Minimize Personal Items**

- Remove personal photos and highly personal décor to allow potential buyers to envision themselves in the space.

**Virtual Tours and Videos**

- Consider creating virtual tours or videos to provide a comprehensive view of the property.

**Professional Photographer**

- Consider hiring a professional real estate photographer who specializes in capturing properties.

**Review and Select**

- Take a tons of photos, but carefully select the best ones for your listing.
- Only showcase photos that truly highlight the property's strengths.

