

Property Photography

PREPARING FOR YOUR SHOOT



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P H O T O G R A P H Y

HAVE A GOOD TIDY UP

It sounds obvious, but you'd be surprised how many people don't do it. Use the sale or advertising of your property as an incentive to have a good clearout and to store everything away tidily. The slightest area of mess - be it on the floor, worktops or on the shelves - will really show up in photos and be the first thing potential buyers notice.

MOVE FURNITURE AROUND

Sometimes it is necessary to move furniture around to make the room look more spacious and so be aware that your photographer may alter the placement and angle of the furniture in certain rooms or spaces. Let your photographer beforehand if this will not be possible for any reason.

STICK TO NEUTRAL COLOURS

If redecorating in preparation for a sale, stick to neutral colours and tones. Bright colours might highlight your personality but they often divide opinion. Make it easy for potential buyers to see themselves living or working in your property, without needing to make huge alterations to the styling of the rooms. Neutral tones also make rooms appear lighter and larger. If you love colour, incorporate subtle aspects in soft furnishings and artwork.

ADD SOME PLANTS AND FLOWERS

A vase of flowers on the kitchen table in a residential property, or on a reception desk or communal space of a commercial property, can be a simple way of making the space seem welcoming and fresh. Other indoor plants scattered around the property sparingly can also make a property seem more appealing to prospective viewers.

LET IN THE LIGHT

It's no secret that bright and airy properties attract a higher percentage of viewings and bidders, so make sure each room is as bright as possible. Don't block windows or doors that let in window light, and keep carpets and furniture as light in colour as possible. Light coloured mats and throws are easy ways of brightening a dark room on a budget as well as keeping those walls light in colour. Mirrors are also great at reflecting and bouncing light across the room.

DON'T FORGET CURB APPEAL

Never forget the outside of your property, especially the front. Ensure doors and windows are clean, and front gardens are well cared for. Broken fences, missing paving slabs and dead plants will all make your property look uncared for and in need of money-draining work. Never rely on a photographer editing or cropping undesirable elements of your property's exterior out of the shot as potential buyers will notice these elements when viewing in person and feel misled.

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MOW THE LAWN

If you are not a gardener, make sure your garden still looks neat and tidy by mowing any lawn areas and painting and fixing any fence panels. Tidy away any toys and garden tools too.

SET UP ROOMS FOR THEIR INTENDED USE

Make sure that rooms and spaces are set up and furnished as they would be for their advertised use. For example, if you are advertising a 3 bedroom property and the third bedroom has become a dumping ground / walk-in wardrobe, place a bed in it so that viewers can clearly see that three bedrooms are featured.

CHECK ALL LAMPS AND BULBS WORK

Photographers often turn on all available lights in a property for two reasons; to light any dark corners and areas of the room and to 'warm' up the light within the property. Make sure that all bulbs are working so that rooms and spaces can be evenly lit.

ADD HOME COMFORTS IF NEEDED

Whilst it is important to avoid your property looking cluttered, a few home comforts can help to soften spaces that look a little unloved or 'harsh'. Cushions, rugs and coffee tables can help to make property look more homely.