



THE EQUIPMENT

— REAL ESTATE PHOTOGRAPHY —



RealEstateMediaCourses.com

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In this guide, we're going to go over what equipment you'll need to shoot real estate photography successfully. The essential gear you'll need to shoot real estate photos properly is a DSLR or mirrorless camera paired with a wide-angle lens and a tripod. These are just the bare minimum setup that you will need to get started.



I'm sure your next question is what camera lens and tripod should I get? Well, this will depend on your budget and what real estate media services you plan on offering.

1 | Canon 70D

You can purchase a use Canon 70 D for around \$250. A Canon 10 to 22 wide-angle lens for about \$150 and an essential tripod and a couple of class 10 SD cards, and you're still under \$500. Now, if you plan to offer video and your photography services, I wouldn't recommend this setup because the video dynamic range and auto-focus are not very good. You can get by with this setup, but I think there are better options than these.



2 | Sony A6300

The camera offers 24-megapixel photos and 4k video. You can typically find both of these used on eBay for less than \$1200. Since this is the entry-level kit that we would recommend for someone that wants to offer both professional photos and video.



3 | Sony A7III

Now, suppose your budget is around \$3,000. In that case, the camera lens combo we highly recommend is the Sony A7III paired with the Sony Zeiss 16 to 35-millimeter lens for tripods. We recommend using the Manfrotto 190X with the ball head. This entire setup comes out to be less than \$3,000. This is the setup that we currently provide each of our media specialists here at ListerPros. Sony A7III delivers high-quality photos, 4k HDR video. It has excellent features like a full-frame sensor for better low light performance, a headphone jack, and better battery life compared to the A6300.



Now we could keep going and listing off more expensive camera options like the Sony A7R4 with the 61-megapixel sensor or the Sony A7S3 that can do 4k at 120 frames per second. However, these options are overkill for the majority of real estate media jobs out there.

Don't feel like you have to purchase the newest and best gear to get started. A used Canon 70D paired with the 10 to 22-millimeter lens is all you need to get started in real estate.

Now, as you can tell, we like Sony cameras here at [ListerPros](#). We've been using them for several years now and feel like they're an excellent option for real estate media. However, we also understand that there are great Canon, Nikon, and Panasonic options for photos and video.

Feel free to research other options and find what works best for you.

