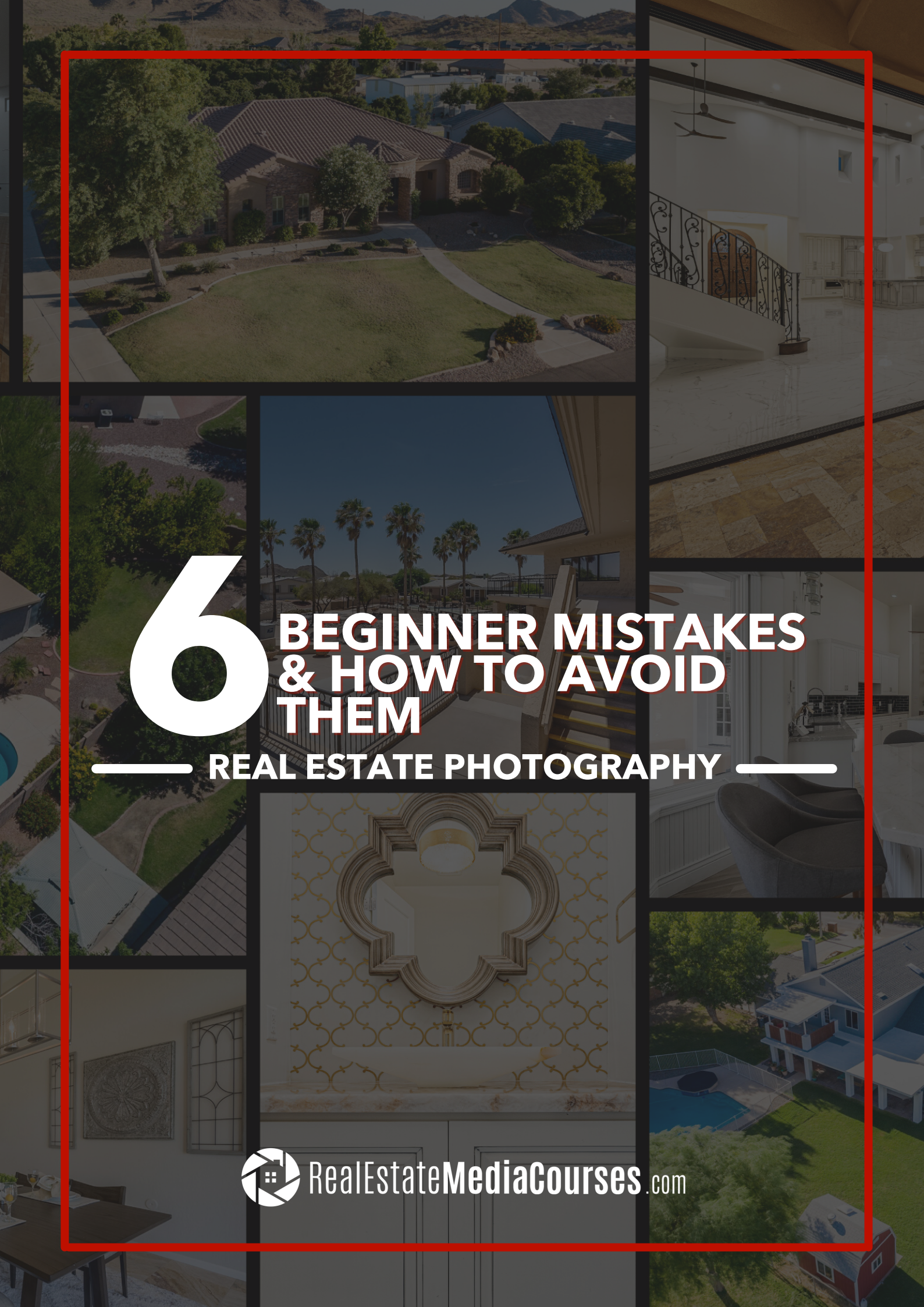




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BEGINNER MISTAKES & HOW TO AVOID THEM

— REAL ESTATE PHOTOGRAPHY —



RealEstateMediaCourses.com

HOW TO AVOID THEM?

REAL ESTATE PHOTOGRAPHY



1 | USING THE WRONG LENS TYPE

Many beginner photographers don't realize they need to invest in a wide-angle lens in order to shoot real estate photography.

A good wide-angle lens helps you capture an entire room. Using the standard kit lens that comes with your camera will not produce the professional-looking photos your customers are looking for. So make sure to invest in a quality wide-angle lens.



2 | PARKING YOUR CAR IN FRONT OF THE HOUSE

If your car is directly in front of the home, it's going to show up in the pictures. Even if you park your car across the street, there's a chance that when shooting interior photos, you'll see the car through the windows in some of the pictures.

Make sure to park your car a few houses down the street to ensure that it doesn't appear in the pictures.



3 | NOT REMOVING THE FOR SALE SIGN

If an agent sign shows up in photos on the MLS, the agent can actually receive a fine, so you always want to remove signs when possible. If you're unable to remove the sign for some reason, make sure to blur it out during the editing process.



4 | NOT PREPPING THE HOME PROPERLY

There are a few simple things you must do in order to prepare a home for a shoot. These include having vehicles removed from driveways, turning on lights, turning off ceiling fans, and putting toilet seats down.

Just make sure that before you start shooting, everything inside and out is photo-ready.



Vehicles out of the driveway

5 | NO GREAT CUSTOMER EXPERIENCE

Make sure to introduce yourself, be well dressed, and ask the homeowner or agent if they have any specific things that they would like you to focus on.

These simple gestures will help to create a great customer experience. If your customers like working with you, they will most likely refer more business to you.



6 | SETTING UNREALISTIC EXPECTATIONS

You never want to tell a client one thing and not be able to make it happen. Saying that you're going to deliver photos the same day and then delivering them the following day will always leave your customers feeling disappointed.

Think about it like this. Have you ever been waiting for a package that was supposed to be delivered any minute now? And then you get a notification that the package is now coming the next day? How does this make you feel as a customer, frustrated and annoyed, right? That's like the same way your customers feel when you don't deliver on time?