

CMS Tours Real Estate Photography Guide

Introduction

CMS Tours Inc. is a full service marketing firm that specializes in marketing real estate. We began providing our services in Celebration, FL. Real estate agents began looking for options that would set their listings apart. Our photo tours became very popular because they provided a virtual walkthrough of the homes while highlighting key features. The common 360° tours merely showed the room as is while our tours directed the viewer to the key features and held their attention far longer. Real estate agents loved our tours and word of mouth quickly traveled creating enormous business for us. With the help of this guide and our experienced photo editing you can get the same great Photo Tours we have offered for years for a fraction of the cost by taking your own photos.

Our main goal is to help make real estate agents' jobs easy by taking care of all the aspects of marketing a home from start to sale. Our tours have been helping agents increase sales by setting their properties apart from everyone else's.

Overview

This guide is not designed to be a complete guide to photography. We know that everyone has their own unique style and background and this we believe is one of the elements that will help to distinguish your photos. We would like to briefly familiarize you with some of the types of shot that will help us to create a quality photo tour as well as some of the types of shots that have become favored with our real estate agents.

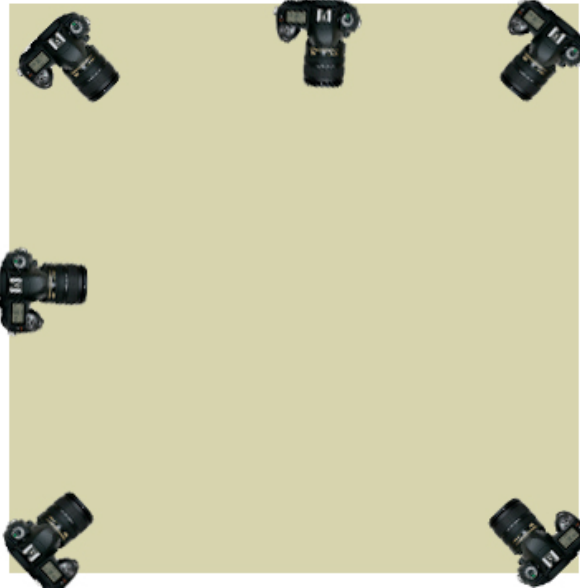
Image Quality

Quality is the key to our service. Quality photos are the solid foundation that our photo tours rely on. It doesn't always take a professional level camera to achieve professional level results. Always use the highest quality settings available on your camera to achieve the best results. A digital camera of 2 megapixels or more will be adequate for our Photo Tours.

What photos to take

We cover every room of the home while focusing our attention on the key rooms/scenes. Special care should be taken when photographing all of the key rooms/scenes. These include Exterior, Foyer, Living room, Family room, Kitchen, Dining room, Master bed and bath, and any specialty rooms (e.g. Theater, library, etc). Individual bedrooms and bathrooms generally can be photographed a little

more casually as these rooms usually have fewer features. It is important to photograph a variety of angles so that we can create a complete view of the room. Generally we take a shot from each corner as well as a few from the center of some of the walls see figure below. Additionally we try to vary our shooting height with some shot being taken from a low perspective ranging all the way up to elevating the camera to the ceiling to create an overhead shot.



We try to focus on the features of each property and showcase the elements that make each home unique. When taking the photos imagine that you are showing the house to a potential buyer, photograph elements that you would specifically point out to your buyer. This will give you the opportunity to highlight the features you wish to showcase.

How many photos to take

We need enough usable photos to create a complete photo tour however taking too many photos will create an inefficient timely sorting process for our photo processors for this reason we suggest that each room/scene have a about 5-7 photos each from a different perspective or highlighting a key feature and no more than 15 photos should be sent of each room/scene unless the uniqueness of the room/scene warrant this.

Individual Room/Scene Suggestions

Exterior - Several different angles of the front should be taken as well as a few shots of the sides and back. If the house is situated with a nice view from either a balcony or porch a few photos should be taken of the view as seen from the house

Foyer – Shots should be taken showcasing the view upon entering the

home as well as the view of the foyer from within. This is usually a great opportunity to use some high or low perspective shots as most foyers are fairly small and this will create an illusion of a larger space.

Living/Family rooms – These rooms are usually larger and photos from a high perspective help to show the room in its entirety. Living/Family room are usually a great place to find some unique features that might showcase the uniqueness of the home.

Kitchen – A variety of shots should be taken to showcase the room in its entirety as well as a few close ups of the various different appliances.

Dining room – Low perspective shots usually don't work too well as most furnished dining rooms have a large table, generally photos should cover the whole area however these are great room to get some nice shots and it doesn't hurt to get a close up of any place settings or centerpieces (preferably framed with the room in the back ground.

Master bed&bath – For the bedroom we prefer to have some medium to high perspective shot and we typically take at least one straight on symmetrical shot from the foot of the bed. For the bathroom we like to shoot this room similar to the kitchen a few shots showing the room in its entirety and a few showcasing the different features (Tub, Shower, Sink etc). This is also a great room to get some high perspective shots as bathrooms are smaller. When shooting bathrooms it is very important to pay close attention to all mirrors to ensure you or someone else does not appear in the photo.

Lighting

For best results use natural lighting whenever possible as this will showcase the unique lighting of each home. Before you begin shooting walk through the house and turn on all lights and open all blinds or curtains. In some cases a flash may be needed in these cases if possible use a directional flash bounced off the ceiling so as not to create any hard shadows.

Debris and clutter in home

Try to watch for any debris or out of place items. Most small items that would otherwise detract from the photos can easily be placed in a drawer, cabinet, or closet.