

# READY. SET. Capture!

## Do's & Don'ts for Taking the Best Photos of Your Property!

### Do...

- Open up blinds, turn on all lights
- Hold your phone camera horizontally
- Tidy up the area, put everything away, move trash cans out of view
- Plan your photography based on good weather (*if it's supposed to rain today but sunny tomorrow, choose to photograph your property tomorrow*)
- Ensure grounds are picked up, recently mowed, and landscaping beds are free of weeds
- Take multiple angles of the same area - then choose the best to use

### Don't...

- Take close ups of items or rooms - we need broad views to get a sense of where everything is and how the space can be used
- Take photos of anyone's personal information
- Be Seen! - reflection on doors, windows, mirrors, and shadows
- Use people in photos

### Exterior Space

- ☐ Property entrance from road or entry point
- ☐ Exterior of all main buildings
- ☐ Property signage with building in the background
- ☐ Front sign
- ☐ Front entrance
- ☐ Garden / walking path / any outdoor amenities

*\*think about these in the summer when they're thriving*

### Interior Space

- ☐ Community room
- ☐ Community room kitchen
- ☐ Laundry room
- ☐ Library
- ☐ Computer room
- ☐ Any other interior community areas or amenities

### In-Unit

*If you have a mini model or staged apartment, use it! Otherwise, an empty apartment will work as well.*

- ☐ Living room
- ☐ Kitchen – grab a few angles of this space
- ☐ Bedroom
- ☐ Laundry area
- ☐ Balcony or patio area

