



Photography Process and Technology

Real Estate photography is not rocket science, but it is a little more than point and shoot. I am frequently asked what that difference is. So here is a quick read to help answer that question.

Photography technology, like everything else in our world today, is constantly changing. I'm constantly evaluating my processes and technologies so that the finished photos of your home give you the greatest opportunity for a potential buyer to be impressed.

I send each realtor or homeowner a "Home Photo Preparation Checklist." This allows the homeowner to prepare the home for presentation. Remember, whatever the camera lens sees is what it records. We do not Photoshop things in or out of the photos.

I use high-end professional Nikon equipment for your photo shoot.

My photographic technique is known as bracketing. In photography, **bracketing** is the general technique of taking several shots of the same subject using different camera settings. The number of shots per subject varies between 3 and 9. During a normal shoot, I take 750-1000 shots. This will result in between 50 and 100 shots that the realtor will have to choose from to post to the MLS.

After the shoot, the photos are downloaded to the computer. Until the entire process is completed, the original photos are maintained on the camera's memory, just in case! Today we use a program called Photomatix Pro to apply the HDR (High Dynamic Range) process. This program does two things. It combines the shots that are bracketed by the camera and optimizes the differing exposures. At the same time, it applies the HDR technology which results in a wider and deeper range of colors. This type of processing makes an image appear much closer to what the human eye sees as opposed to what the camera allows.

Once that process is complete the photos are transferred to another program to finalize cropping, enhancement, noise reduction, white balance, and brightness. The program used for that is Picasa. Each photo is viewed individually and manually enhanced to its optimum level. Once this process is completed the photos are compressed and readied for electronic transfer to the realtor for immediate posting to the MLS.

As a part of the realtor's team, I'm dedicated to representing your home in the best possible way, photographically. If you have any questions, please ask me. I love what I do and love to share it. Photos taken today will be in the realtor's hands the next day.