

REALTOR'S GUIDE

TO TAKING BETTER LISTING PHOTOS



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Capture Better Listing Photos Using Just Your Phone

STEP ONE:

- Check the settings on your iPhone
- In Settings-Camera-Formats-Enable Pro Raw & Resolution Control
- In Pro Default-Choose JPEG Max not RAW
- Enable Grid or Level

Once set you won't have to repeat this step

STEP TWO:

QUICK SETUP CHECKLIST

Before every shoot:

- Clean your lens
- Turn Grid ON
- Turn HDR ON
- Turn Live OFF
- Use 1x lens (avoid ultra-wide)
- Lower exposure slightly

Golden Rule:

Bright. Straight. Clean.

STEP THREE:

THE 5 SHOT RULES

- Keep lines straight
- Shoot at chest height
- Use corners to make rooms look bigger
- Show flow between rooms
- Remove clutter from the frame

STEP FOUR:

Lighting Made Simple

- Open all blinds and curtains
- Turn on all lights
- Try to shoot on Sunny days
- Shoot early morning or at dusk

STEP FIVE:

the 3 minute Edit

Use your iPhone Photos app:

- *Brightness: Increase*
- *Highlights: Decrease*
- *Shadows: Increase slightly*
- *Contrast: Increase slightly*
- *Straighten image*

*Keep edits under 30 seconds
dont overdo it.*