

How to Take Great Photo's

Love at first site! If you want to attract a buyer, start by catching their eye.

We've all been told not to judge a book by it's cover, but we all know that first impressions count the most!

Before a buyer ever makes it to your front door, the first introduction they'll have to your home will probably be the picture you've included with your advertising – on your internet listing and in the Bargain Hunter. It pays, literally, to know how to photograph your home in it's best light.

You've spent hundreds of dollars to get quality pictures of your family. Don't skimp when it comes to selling your home. You've invested money & time by choosing to sell your home yourself, now make sure you don't sell yourself short! Take a great picture and let your home speak for itself.

Before you take any pictures, make sure your home is picture perfect. A little effort goes a long way.

Stand in front of your house and take a visual assessment. How do the shades in the bedroom window look? Does it look nicer with the curtains in the living room drawn or with them open? If flowers and shrubs aren't in bloom yet, it might be a good idea to move that planter off the front porch & out of site.

Mow the lawn. Trim any bushes or shrubs. Remove any toys, sports equipment or accessories from the yard. Put the garbage can into the garage and close the door. Park your car on the curb out of view.

Wait for a sunny day before you pull out your camera. The best time of day to photograph your home will depend upon which direction it faces. You'll want the sun behind you shining on your home.

If your home faces:

West: take pictures in the evening, within 2hrs of sunset

East: take pictures in the morning within 2hrs of sunrise

South: take pictures in the afternoon when the sun is no longer directly overhead, sometime between 1pm to 4pm is a safe bet

North: watch for the time of day when the sun shines on your house. If your house doesn't get any direct sunlight, try to snap a picture on a bright day when the sun moves behind a cloud.

If you have decided to take interior pictures of your home, you will want to follow the basic ideas that will apply to taking photo's outside. You don't necessarily need to include photo's of every room in your house. Choose the rooms that are special or unique, perhaps your kitchen has a great breakfast nook and the important rooms everyone wants to see is the master bedroom and the family room.

Make sure every room you choose to photograph is clean, tidy & well lit. Take photo's from several angles and select the one that best represents the features or showcases the dimensions of the room.

Remember, you're selling your house, not your possessions. Think of your furniture as props, and photograph the prominent features of your home. It's more important to capture the big bay window in the family room, than it is your favourite leather sofa.

You don't need to have a professional camera to take good pictures but quality does count. You'll want a camera that takes clear sharp pictures to show your home in it's best light.

A digital camera is a great choice, since you'll be able to see the photo's immediately after taking them. Set it on it's highest possible resolution. After you have selected the best photo's, upload them to your internet listing. With the Bargain Hunter HomeSeller Package you have up to 10 photo's showing with your listing. You can email pictures to sell@bhhomeseller.com. If the files are large, you will need to compress them or zip them into smaller files for sending via email. Or if you prefer, burn the pictures to a CD and send to us.

If you do not have a digital camera, try to borrow one as this is the easiest & quickest way to take photo's and get them on the Bargain Hunter HomeSeller site with your listing. Digital camera's take better pictures over 35mm, plus they can be edited. If you absolutely do not have the option of a digital camera, take as many pictures as you can with your 35mm and have developed right away. Choose the best picture to send to us for your listing. We will scan these photo's for you to include with your listing on the Bargain Hunter HomeSeller site. Or if you have a scanner you can scan the pictures and email them to us at sell@bhhomeseller.com or mail to Box 548, Melville, SK S0A 2P0. Many photo development stores will be able to develop your pictures and put them on a CD for you.

The whole purpose of including photo's is to catch the buyers eye but you definately don't want to get noticed for the wrong reason. Never use a Polaroid camera or cell phone cameras to snap pictures. And don't use photo's from a non photo colour printer or captured from a video camera. These do not produce good quality pictures.

If you have pictures of you home on your computer, it's best to send them via email. If you have scanned pictures on your computer it's best to send those to us via email rather than printing them off onto paper and sending them to us – this will reduce the quality as we will be scanning the pictures you have already scanned and picture quality gets less & less each time it's copied or scanned. Digital is best.

They say a picture is worth a thousand words, or in your case it could be worth thousands of dollars. A good picture can make a world of difference. If your pictures are shadowed or dark, this detracts from your home so make sure they are taken properly so you give the best first impression.