



How to Take Great Home Photos

Simple tips for clean, bright, consistent photos - no professional camera required



Before You Start

Get the Home Photo-Ready

A great photo starts with a clean space. Before taking pictures, take a quick walk through the home and tidy anything that might be distracting.

Clear away: paperwork, sales materials, signs, tools, cords, boxes and clutter from counters, tables and floors.

Also check: Close toilet seats, close the front door, remove temporary carpet protection when possible, and ask the factory manager to remove straps or plastic from appliances.

Quick tip: Look at the room through your phone screen before taking the photo. You'll often notice clutter in a picture that you didn't notice while standing in the room.



Turn on the Lights

Make It Bright & Welcoming

Good lighting can make a huge difference, and your phone can handle most of the rest.

Open the blinds to let in natural light and turn on the home's interior lights. If a window looks extremely bright on your screen, tap on the room instead of the window before taking the picture.

Avoid: Photographing a dark room with bright windows behind it whenever possible.

Quick tip: Wipe your phone's camera lens before you start. A fingerprint can make an entire home look hazy.



Keep It Straight & Natural



Always turn your phone sideways and take photos in landscape orientation.

Hold your phone as straight and level as possible. Door frames, walls and cabinets should look straight up and down, not tilted or leaning.

DO:

- ✓ Hold your phone horizontally
- ✓ Keep your phone level
- ✓ Stand square to the room
- ✓ Step backward to fit more of the room into the photo
- ✓ Take multiple photos if the entire room won't fit naturally

AVOID:

- ✗ Tilting your phone up, down or sideways
- ✗ Shooting from unusual angles
- ✗ Zooming in digitally
- ✗ Trying to squeeze the entire room into one photo

Avoid Distorted Photos

Do Not Use Wide Angle or Fisheye

Please use your phone's standard camera setting, typically 1x.

Do not use 0.5x, Ultra Wide, Wide Angle or Fisheye settings or lenses.

Wide-angle photography may fit more of the room into one picture, but it can also distort the space. Walls may appear curved or stretched, furniture can look unusually large or small, and rooms may appear different from how they look in person.

Need to fit more in the photo?

Step back or take another picture.

It's better to have two natural-looking photos of a room than one distorted wide-angle photo.



Don't Crop Too Tightly

Leave some extra space around the edges of each photo. Our websites display images on different screen sizes, which means photos may be cropped slightly depending on where they're shown.

Don't try to solve this by switching to a wide-angle setting. Instead, take a step back when possible and take multiple photos from different positions.

For example, a large kitchen might need one photo looking toward the cabinets and another showing the island and adjoining living space.

Strike a balance

Don't force the whole room into one shot. Take multiple photos instead.

Avoid tight framing so photos can be cropped without losing important details.



Show the Whole Home

Take More Than One Photo

One picture usually isn't enough to show an entire room.

For larger spaces like the kitchen, living room and primary bedroom, take 2-3 photos from different positions.

Don't forget:

Bedrooms: Show the room and closets.

Kitchen: Show cabinetry, countertops, appliances and special features.

Bathrooms: Show the vanity, shower and/or tub.

Living Areas: Capture the overall room plus any standout features.

Exterior: Photograph the full home and any important exterior features.

Don't Miss the Good Stuff

Show Off the Upgrades

If something makes this particular home special, take a picture of it!

Look for upgraded appliances, refrigerators, microwaves, tubs and showers, fireplaces, built-ins, countertops, cabinetry, flooring, lighting, ceiling details and other upgraded or unique features.

You can get closer for these photos - just make sure the viewer can still understand what they're looking at.

Rule of thumb: If a customer might say "Ooh, I like that," photograph it.



A Few Phone Camera Tricks

Let Your Phone Help You

You don't need to be a photographer to get a good photo.

Use the regular camera setting. Your phone's standard 1× camera will usually give you the most natural-looking result.

Need a wider view? Step backward or take another photo. Avoid switching to a wide-angle setting, which can make rooms look distorted.

Tap to focus. Tap the main area of the room on your screen before taking the photo.

Don't use digital zoom. Move closer instead.

Take extras. It's much easier to delete an extra photo than discover later that the only photo you took was blurry.



Before You Leave

The 30-Second Photo Check



Before you call it done:

- ☐ Did I photograph every room?
- ☐ Did I get multiple views of the larger rooms?
- ☐ Did I photograph the exterior?
- ☐ Did I capture upgrades and special features?
- ☐ Are the rooms clean and free of clutter?
- ☐ Are the lights on and blinds open?
- ☐ Did I shoot horizontally?
- ☐ Do the walls look straight?
- ☐ Are any photos blurry?
- ☐ Did I accidentally photograph myself in a mirror?
- ☐ Did I use the standard 1x camera setting?

If something doesn't look right, take another photo now.



That's It!

Clean. Bright. Straight. Complete.

You don't need professional equipment to take useful home photos. Take your time, keep the space tidy, photograph from several angles and make sure you're showing customers everything they'll want to see.