

gethin coles

PHOTOGRAPHY



## Real Estate · Architecture · Accommodation

### How can I prepare the house?

Photography needs light! Make sure all the windows are clean (within reason - they don't need to be sparkling), curtains and shutters are open, blinds are up. If you have views from your windows, make sure you can see the view clearly.

### Clear out the clutter!

Your house will look more spacious if you remove most of the general day to day clutter that we all live with:

- Make sure surfaces - table tops and benches have nothing on them except for the occasional functional or decorative object.
- Make sure the floors are free from kids toys - and big kids toys.
- If you have a lot of knick-knacks, as a rule of thumb remove half of them, and then half of the remainder as well!
- Take away furniture from rooms if you can - keep your best pieces out on display.
- Accommodation providers might like to set a place at a table, and/or have fruit and drinks on verandah tables to give more of a personal feeling. Having a couple of attractive bods on hand to add a personal feel is also a good idea. (Choose people that are likely to be your target audience). Adding people into the mix will also make the shoot longer.
- Take fridge magnets and post-its off the fridge.

The lens magnifies clutter - your house will look busier and smaller on "film" than it will do in real life.

### Outside the house

Think about the best aspect of your house - it might be looking from the front - in which case make sure the front yard is tidy - e.g. remove trampolines and bikes and cars in driveways (if it's in a garage or carport that's OK).

### Things to bear in mind

The photography can only be as good as whats being photographed - the more effort you put into preparation, the better the photographs will turn out.

Be realistic about what can be achieved: if you have trees 2 metres away from the front of your property, don't expect to see a shot of the front that doesn't feature the trees!

Don't expect "digital removal" - it's far quicker and cheaper for you to remove items that can be removed - some things can be removed digitally but it takes time, costs extra and in some cases can't be done for professional reasons. (For example - the removal of a power pole on your property would not be allowed under Real Estate Agent legislation and may leave you on shaky legal ground if you are an accommodation provider).



Windows CAN sometimes be cleaned digitally, but the result is never quite the same as windex + elbow grease (it also adds time and expense)



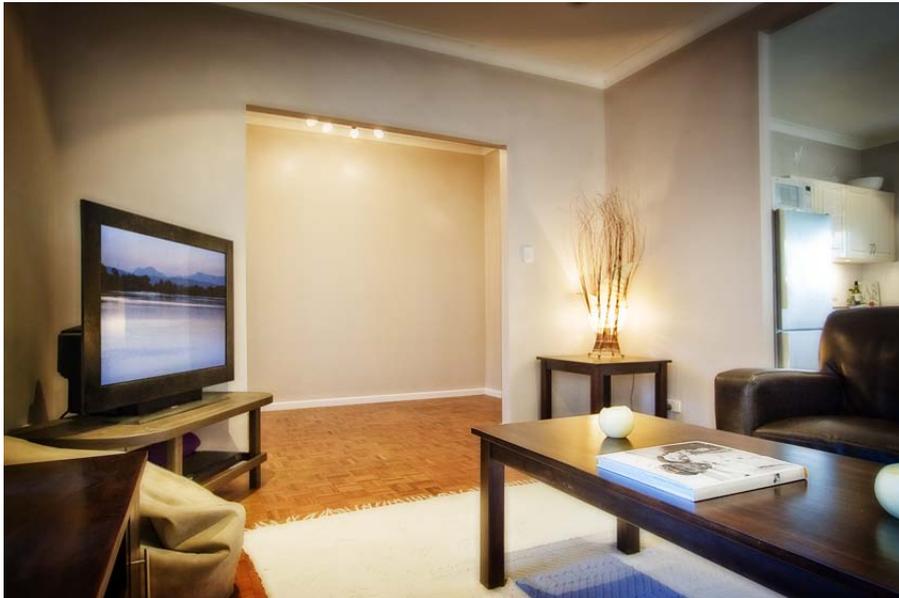
Accommodation providers: Uncluttered lounge - A bowl of fruit, newspaper, breakfast setting outside, a few books. You could also add a beach bag, towel, an item of clothing - to make the room feel "lived in".



The digital negative (above) - see our faq on processing.



## Real Estate Examples



Minimal but lived in: contemporary interior design matched by contemporary homewares and a complementary coffee table book. I could point the camera anywhere in this room and get a great shot!



A splash of green on the table, fruit in a fruit bowl, quality olive oil on the counter - all things you'd expect to find in this style of kitchen.



A busier style of decor, but minimal knick-knacks and clutter add to the bohemian feel of this home.



Very different to the kitchen above, but similarly filled with objects you'd expect to find in a more rustic cosy living space.



A challenging home! I don't shoot many like this! (Usually it's when the home is tenant occupied, we can give advice about this situation, too).