

Photographing your home

Introduction

At Breckon & Breckon we believe that photography is really important when it comes to selling a house. That's why we're the only Oxfordshire firm (that we know of) that directly employs its own team of professional photographers. Their expertise and experience means your home will be portrayed at its absolute best and will make an instant impression on prospective buyers.

We also appreciate that getting your home ready for our photographer can be a challenge, in terms of knowing what you should keep on display and what you should hide away. This guide contains some handy hints to make it easier and help make sure that we show your home to its maximum potential.

For starters, it may sound like a cliché but less is definitely more. Take the minimalist approach. The less clutter in your home, the more impact the images will have. Our photographer(s) will of course move anything that needs to move on the day with your permission but we can save a lot of time by preparing in advance.

What to expect on the day

The photographer will arrive at the pre-arranged time and depending on what is required will usually work to a planned routine:

- Exterior photography
- Elevated photography (if applicable)
- Floor plan
- Interior photography
- Copying ID documents (where required)

Exterior photography

For the front exterior photographs, please make sure all the windows are closed and the curtains or blinds are open. Where possible remove cars from the drive and put your wheelie bins out of the way. Of course this can be done after the photographer arrives if there is no place to store them. Oh, and mow the lawn if you can too!



The same applies for elevated photographs. For gardens and rear elevation photography please make sure that windows are closed and curtains/blinds are open. If you have a swimming pool, depending on the season, please remove the cover. Garden furniture should be neatly displayed, covers taken off barbecues and any parasols put up.

If the weather is overcast but looks like it might clear up later, the photographer may leave the external photographs until the end of the session.

Elevated photography

Using a portable 30ft elevation mast and a remotely controlled camera, we will usually take elevated shots of the front of the property and sometimes also of the rear and/or gardens. This produces a pleasing angle of the property and shows more of the setting and surrounding landscape.

Floor plans

We use a laser measurement tool to ensure that our floor plans are accurate. Once measurements are taken they are sent off to be drawn up on computer and the internal dimensions are calculated. Please point out to the photographer any outbuildings and garages/barns that are not immediately visible, so that these are not missed.

Interior photography

Preparing rooms for interior photography will make all the difference to the end result. Bedrooms are usually the place to start: make sure all beds are made up and any cushions or throws are in place. Remove any laundry and laundry baskets, towel rails, radiator hanging rails and any excess bags, shoes etc. Again, your photographer will be more than happy to help with moving these items on the day if necessary.

Remove excess items from under beds and on top of wardrobes and remove cleaning products and dishcloths in the kitchen.

Ceiling lights will usually remain turned off but the photographer may sometimes want to use these together with feature lights and side lamps to add a mood to the room.

We appreciate that your pets are lovely but we prefer to keep them out of the photo shoot.

Also in all rooms remove/hide as many toys, bins and waste paper baskets as possible and hide cables, extensions and TV remotes.

In bathrooms remove as many toiletries as possible: perhaps just leave a couple of 'boutique' bottles on the side and remove any bath toys.

Feel free to add finishing touches such as fresh flowers in vases in some rooms and a fruit bowl in the kitchen.

We take as much care and attention to making sure the images look good for a one bed apartment as we do for a country mansion so you can be sure that your home will look the best you've ever seen it.

Specialist photography

Sometimes the photographer may take 'lifestyle' and or feature photographs. Lifestyle photographs can be anything from classic to modern day living. These photos are what you would expect to see in something like 'Beautiful Homes', 'Country Living' or other similar magazines and will help give prospective buyers a 'feel' for the place.

Feature photographs may include a close up of the fireplace, a detail of a piece of furniture or even a door knob. Feel free to point out any special features to your photographer, including local views, parks, rivers or lakes nearby.

Finishing touches

After the photo shoot, your photos will be edited, colour corrected and perspective corrected to make sure that they look perfect. We will then upload them overnight or sometimes even the same day, ready for the relevant office to start creating your brochure and/or upload them to websites.

We hope you will be delighted with the results. Your feedback is always appreciated.