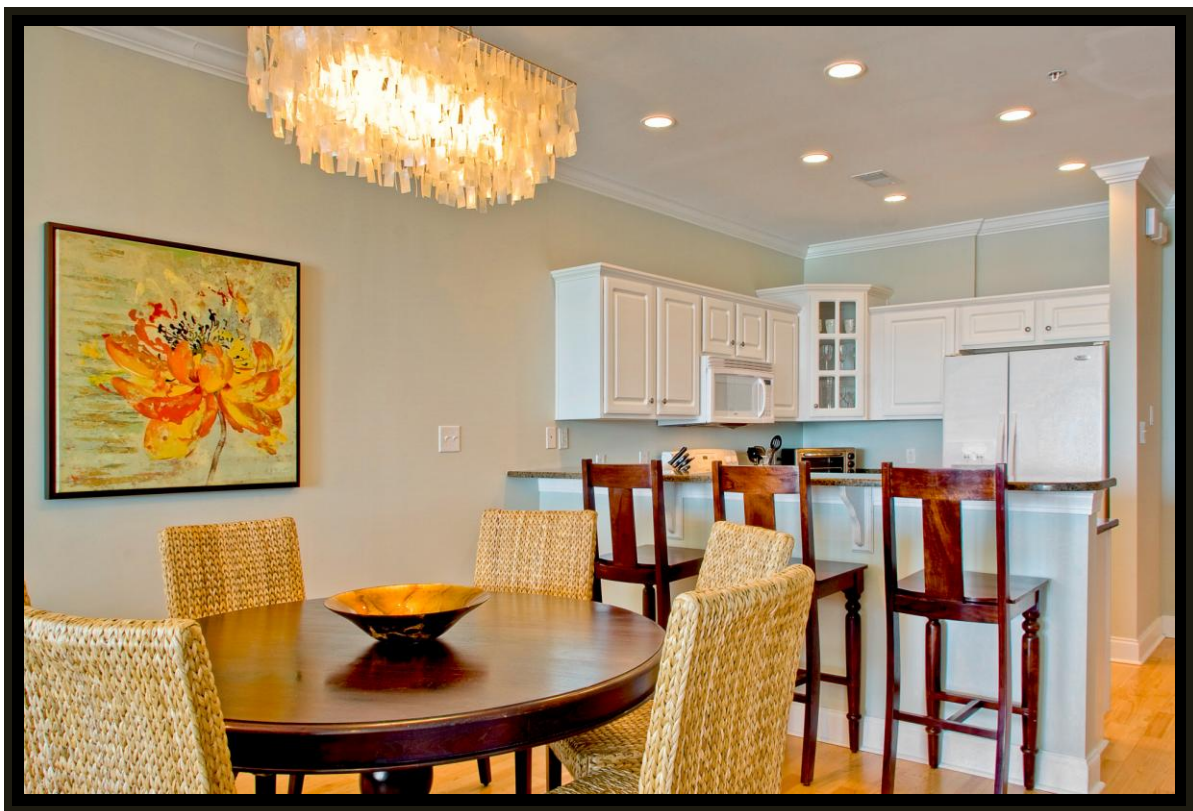




Photography & Portfolio



Don't forget to take your before & after photos!

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An integral part of developing your portfolio is to have great before and after photos.

Here are some tips:

- Take photos in all angles of the room starting with the corners, then the center of each wall. You should take 3 shots from each location – straight on, right and left. This will give you a minimum of 24 before and after shots from each room.

- Take photos of any angle or feature you think *may be significantly altered* when you are done.

- Make sure you have adequate lighting. This is less important for the before photos. Lighting can make all the difference in the world in your after photos.

- Take close ups at interesting angles or of vignettes. This will help show what types of props you use in your portfolio shots. Agents and homeowners in high end properties always want to know what you will be using. This will help give them a more clear example.

Camera Recommendations – There are a lot of great digital cameras on the market. The three most important things to look for are: slot for expandable memory (SD card),

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wide angle lens, minimum of 4 megapixels. Here are some cameras other stagers highly recommend:

- Kodak z740, with additional removable, wide angle lens (what I use)
- Kodak v570 dual lens
- Kodak v705
- Nikon Coolpix P50 (wide angle built-in)
- Nikon Coolpix P5100

Managing your photos – Ok, you've got great photos, now what? Of course you will want to use them in your portfolio, but there are a few other marketing ideas you may want to consider.

- Realestateshows.com – I use this with all of my vacant home staging jobs. It is a great program where you can download up to 9 photos and create a mini commercial for each property you stage. You can then use this to show other agents the end result you create. You can also create these and give them to your agent to use for their marketing efforts. Any additional benefit you provide helps set you apart! *Check with RES for rules regarding providing marketing to agents and special offers.*
- Slide shows – programs like kodakgallery.com and snapfish.com will allow you to provide before and after slideshows to your agents and potential clients. I like to

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use these in my e-newsletters to show my work. They are also great to send as examples of the transformations staging can provide to potential clients.

- Picasa2 – this free program from Google can not only alter photographs but allows you to create ‘gift cd slideshows’. Because you can add captions, you can also point out what changes you made and why. This is an affordable visual marketing option to show agents and their clients your photographic portfolio.

- Picnik – This is a great online tool. If you want to use this for your photo editing, consider getting a paid membership to use features like collage.