

How to take great photos

8 Simple Tips

Good photos make it easier for a potential tenant to decide if your offer is right for them. It will save you time in the long run and can generate more interest from apartment hunters.

1. Let in lots of light and natural light is best. Open the blinds or curtains, turn on the lights. Only use the flash on the camera if there is not enough light in the room. The reflection from a flash can ruin the photo.

2. Try different angles. Stand on a chair or stool just outside the doorway to a room. The high vantage point can help you get more of the room in the photo. Also try crouching down and taking a photo from down low.

3. Get as far back as possible. Unless you're taking a close-up photo to show detail, stand just outside the doorway to the room to get as much of the room in the photo as possible. This can work for outside shots as well, especially if the building is large as it will become distorted if you shoot too close to the structure.

4. Pick the right time of day. For indoor shots pick the brightest time of day to shoot - usually around noon. For outdoor shots of the neighbourhood or building, early morning and late evening are best. Why? Because the light is at an angle that will give you a more dramatic shot and the colours will be more interesting. Pick a time when the sun is shining on the area you want to shoot.

5. Reduce clutter. This can be hard if you have a messy tenant, but find out from them if you can move some of the clutter out of the way before you shoot and move it back when you're done. Otherwise, take your photos when the unit is empty or when you have a clean, tidy tenant in place.

6. Take lots of photos. Don't be afraid to take more shots than you need. You can delete the ones you don't like later on. With Renting Made Easy you have lots of space to upload your photos - saving you the hassle of deciding which 3 or 4 photos are best to show the unit.

7. Reuse good photos. Just because a current tenant has painted the unit dark purple doesn't mean you can't use an older photo from when the walls were bright white. If you plan to paint over it or if the new tenant wants to paint the unit then it doesn't matter what colour the walls are. They only time you should not reuse a photo is if you have renovated or have made major changes to the unit since the photos were taken.

8. A photo is worth a thousand words. With lots of photo capacity, you can use Renting Made Easy to show photos of amenities like laundry, a nearby subway station, the apple tree in the backyard, the corner store across the street, a fireplace or other interesting architectural details that some tenants may find highly desirable.

Best wishes and happy shooting.