



Photo Session "Tip's" for success!

COMMERCIAL PHOTO SHOOT

EXTERIOR

- Provide a means for the photographer to achieve an elevated angle if at all possible (i.e. from a nearby parking garage or building rooftop, a cherry-picker, etc.)
- Landscaping must be updated and/or maintained just prior to the photo shoot.
- Block parking in proximity of exterior to keep images clear of cars.
- Remove all garbage cans and ashtrays.
- Remove all seasonal décor (Christmas lights, holiday decorations).
- Exterior marquee signs should be off (if electronic) or blank.

LOBBY

- Remove all media materials (rack cards, banners, point of sale materials, table tents, ads, etc.).
- Carpets and flooring must be freshly vacuumed, swept, buffed, etc.
- If floral arrangements are included, they must be modern and clean. Avoid old-fashioned, busy arrangements.
- Remove all seasonal décor (Christmas lights, holiday decorations).
- Arrange seating areas to be open toward the camera.
- Minimize lamp cords for easier, cleaner postproduction.
- All visible lighting must be turned on.
- Visible lamp shades must be straightened with seams turned away from the lens.
- Curtains must be hanging straight. Sheers, if present, must be closed unless there is a destination view. If sheers are open, they must be visible past the curtains.
- Tables/Desks must be clear of clutter.

BUSINESS/OFFICE/ADMINISTRATION AREAS

- Remove all media materials (signage, rack cards, banners, point of sale materials, table tents, ads, etc.).
- Computer monitors should be off.
- All cables must be hidden: tucked up and taped under the desks, behind the monitors, etc.
- Do not prop with personal items: coffee cups, notebooks, pens, etc.
- Chairs should be squared to the desks or angled slightly open. If adjustable, they must all be the same height.
- Remove or "hide" garbage cans and trash receptacles.



- Keyboards and mice should be squared to the monitor. Cables hidden as much as possible, appearing neat and tidy.
- Minimize lamp cords for easier, cleaner postproduction.
- All visible lighting must be turned on.
- Visible lamp shades must be straightened with seams turned away from the lens.

SHOP/GARAGE/WAREHOUSE

- Ensure that the area is as free of clutter as possible.
- Organize area so that things of a common nature are as close together and organized looking as possible.
- In areas to be photographed, please make sure that chemical containers, trash, trash bins, trash cans are not visible.
- Have floors cleaned just previous to shoot.
- Have all lights available in good working order and ON for the photo shoot.

THINGS OF NOTE

- Typically all pictures are taken in a "no people" fashion for real estate property. But in some cases the client may request a few photos that include people. If this is the case, those individuals should be presentable and dressed appropriately for photography.
- In cases in which "people" will be in the photos, it is recommended that the client ensure that "Model Releases" are completed by those in the pictures. It is the responsibility of the client to ensure this is completed and Simple Website Creations, LLC cannot be held accountable for making sure this is done, nor are they responsible for any issues that could arise due to the client not having "Model Releases".

