

HOW TO CLICK REAL ESTATE PHOTOGRAPHS

There are no fixed rules in photography, but there are guidelines which can often help you to enhance the impact of your photos.

General Camera settings

- Set file format to JPEG
- Image size Normal or Medium (300 dpi)

Basic guidelines

- Identify beautiful views of property and from windows/ balcony and try and capture these.
- For interior photographs, ensure that the rooms are clean and furniture and other things are neatly placed. Remove any visible clutter before clicking photographs.
- Remove buckets, brooms, bottles, etc. from the bathrooms or toilets and then take photographs.
- Remove the utensils and other such stuff on the kitchen platform. A photograph of a clean and clear platform gives an impression of space and sells better.
- Take care that the photographs are clicked with a stable hand or tripod stand, to avoid any blurring.

PIA Output files that will be sent to you

PURPOSE	FILE FORMAT	Pixel size (Landscape)	Pixel size (Portrait)
For printing (pro)	Jpg	20 x 15 cm, 300 ppi	15 x 20 cm, 300 ppi
For Web (web)	Jpg	1024 x 768 pixels, 72 ppcm	768 x 1024 pixels, 72 ppcm