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The  
**Property  
Manager's  
Guide to**

# REAL ESTATE PHOTOGRAPHY

 **HOMEJAB**







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## HDR PHOTOGRAPHY

### WHAT IS HDR PHOTOGRAPHY?

The process of creating an HDR (High Dynamic Range) image involves taking a series of bracketed shots, typically three or more, with each shot captured at a different exposure. The photographer then uses specialized software to blend these shots together and create an image that has a wider range of colors and tones than a single exposure could capture.

### WHAT ARE THE BENEFITS?

In real estate, HDR photography is particularly useful for capturing images of spaces with large windows or impressive views.

By using HDR, photographers can ensure that the windows and views are properly exposed and appear clear and vibrant in the final image.



HDR

VS.



STANDARD

**“HDR photography is the most successful way for the camera to show what the human eye naturally sees.”**

### HDR IS GREAT FOR:

- Properties that want to make a big impact
- High-quality, no-frills photography
- Capturing vibrant residence and amenity spaces
- Featured images that grab the viewer's attention
- Virtual dusk photos that make for an impressive listing

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## WALKTHROUGH VIDEOS

A well-shot walkthrough video provides potential buyers or renters with a realistic tour of the property, allowing them to get a better sense of the space and layout than photos alone can provide. This is especially important for properties with unique features or layouts that may not be easily captured in static images.

## LOOK AT THE STATS

- Listings with real estate videos get **4x the inquiries** regular ones do
- **73% of people** say they're **more likely to hire** an agent who uses real estate video
- **Century21 increased sales by 20%** after implementing video in their listings



One of the main benefits of a real estate walkthrough video is the emotional connection it can create with potential buyers.

By setting the video to music and highlighting the property's best features, a video can help create a sense of excitement and emotional attachment to the property.

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## DRONE PHOTOS & VIDEOS

In recent years, aerial photography and drone videos have become an essential tool for real estate marketing.

With the rise of drone technology, it's now easier than ever to capture stunning aerial footage of a property and its surrounding area.



Aerials provide consumers with a unique perspective on the property and its neighborhood.

They can showcase the property's location, proximity to local amenities, and give buyers a sense of the surrounding area.

This is especially important for today's modern buyer, who often values neighborhood amenities and lifestyle just as much as the interior of the home.



One of the main benefits of aerial photography and videography is the dramatic, cinematic feel it can add to the overall marketing package.

Aerial shots can make a property seem more special and important, adding to its overall appeal and value.

They can also help to create a sense of excitement and anticipation for potential buyers or renters, making them more likely to schedule a viewing or make an offer.



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## 3D VIRTUAL TOURS

3D tours have become an increasingly popular service in the real estate industry, thanks to advances in 360 camera technology.

With a 3D tour, potential buyers can virtually walk through a property and view it from every angle, giving them a level of control and detail that was previously impossible with traditional photos and video.



One of the main benefits of a 3D virtual tour is that it allows buyers to fully immerse themselves in the property and get a sense of the space and layout.

They can move from room to room, zoom in on details, and even view the property in VR.

This level of interactivity and control can be especially appealing to out-of-state buyers who are unable to view the property in person.

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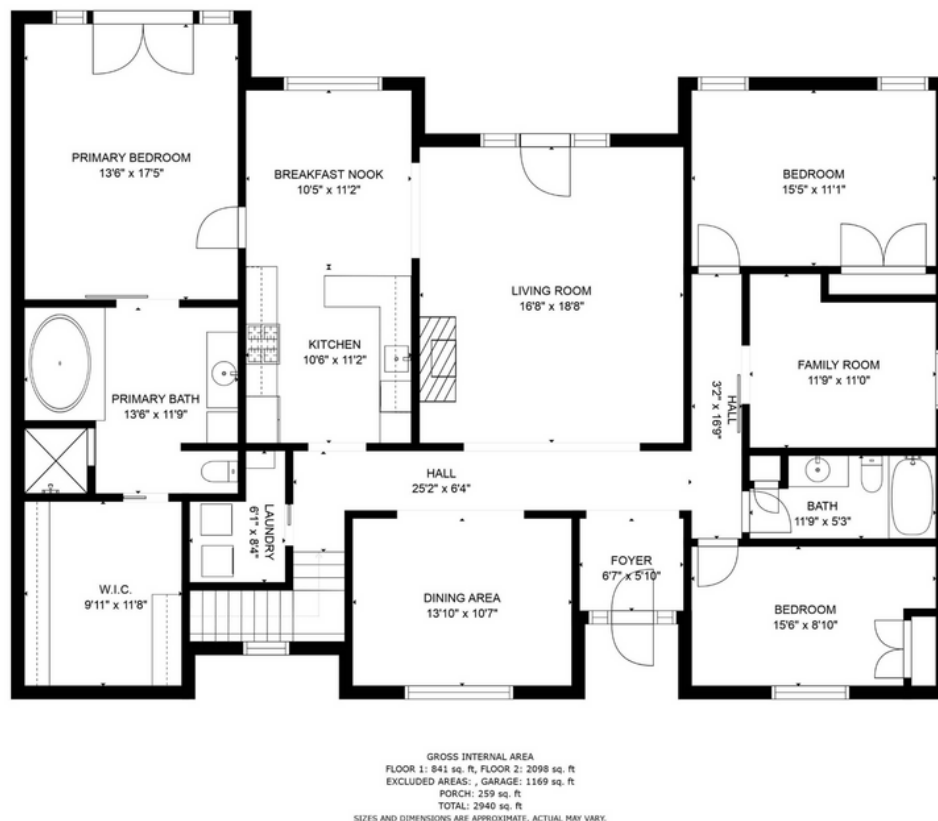
## FLOOR PLANS

Floor plans are an important part of real estate marketing, providing potential buyers or renters with a detailed view of the property's layout and dimensions. Floor plans can be generated from a 3D tour or created separately, and can provide a wealth of information about the property's structure and design.

One of the main benefits of a floor plan is that it gives buyers the ability to see the dimensions of each room and how they connect to each other. This can be especially useful for buyers who are trying to figure out furniture layouts and how they would design the home if they were living there.

Floor plans can also help buyers to better understand the flow of the space and how it might fit their lifestyle. Floor plans are also an essential part of getting accurate appraisals, which are a key part of any mortgage.

Appraisers use floor plans to determine the square footage and layout of the property, which can have a significant impact on its value. By providing accurate and detailed floor plans, you can help to ensure that your property is appraised correctly and that you receive a fair valuation.



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## TWILIGHT PHOTOS

Twilight photography can help to showcase a property's exterior features and create a sense of romance and intrigue for potential buyers.

Twilight photography is especially effective for properties with outdoor spaces, such as pools, patios, and gardens.



By capturing the property at dusk, photographers can showcase its outdoor lighting and create a warm, inviting atmosphere that makes buyers feel welcome.

In addition to traditional twilight photography, there's also a more affordable option called virtual dusk. This is when an editor takes a normal daytime photo and edits it to look like the sun has just set.

Virtual dusk can be a cost-effective way to achieve the same effect as traditional twilight photography, and is a great option for real estate professionals on a budget.



Both traditional and virtual twilight photography have been proven to increase click-through rates on listings, as they create a sense of intrigue and allure that draws buyers in.

By showcasing a property at dusk, you can increase its overall appeal and value, and make it more likely that potential buyers will schedule a viewing or make an offer.

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## VIRTUAL STAGING

Virtual staging is a popular technique used in real estate photography to help potential buyers visualize a property's potential. If your home is vacant, virtual staging is almost a requirement at this point, as it can be difficult for buyers to understand the space without furniture inside. Virtual staging provides buyers with a realistic view of the property with furniture and decor added to the photos.

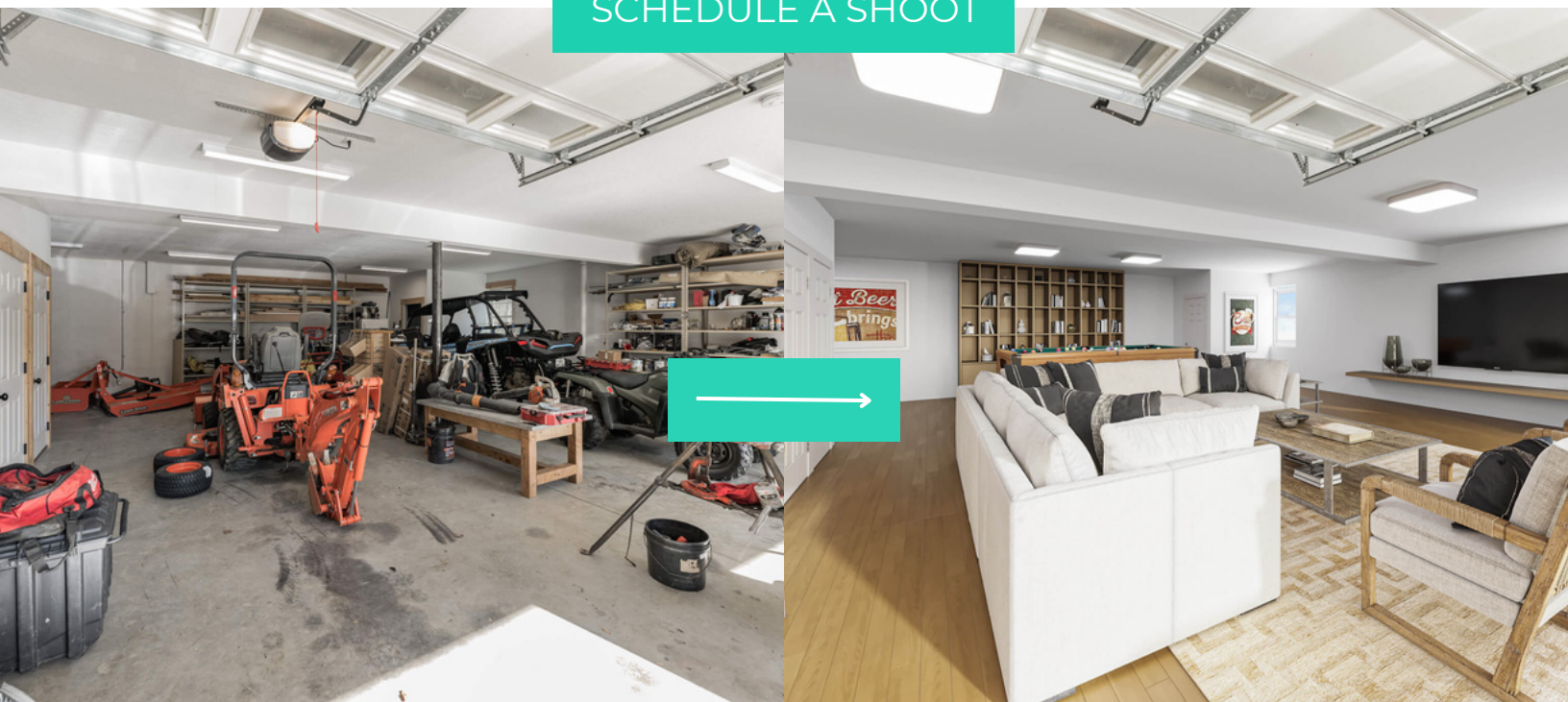
One of the main benefits of virtual staging is that it's a lot more affordable than traditional staging. All you need are high-resolution photos of the property and an idea of what kind of furniture and decor you want to add. The photos are then edited using specialized software to add the virtual furniture and decor, creating a more inviting and realistic atmosphere.

Virtual staging is not just limited to photos. It can also be used to stage a 3D tour, giving potential buyers a more immersive and interactive experience.

Additionally, virtual renovation is another option for those who want to take virtual staging to the next level. With virtual renovation, current furniture can be removed and replaced, and walls and flooring can be redesigned to create a completely new look and feel.

Virtual staging and virtual renovation have many benefits for real estate professionals and sellers. They provide an affordable and flexible way to showcase a property's potential, without the need for physical staging or renovations. Additionally, they can help buyers to better visualize themselves living in the space, which can increase the property's overall appeal and value.

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## NEIGHBORHOOD

Neighborhood photos and videos provide a comprehensive view of a property's surrounding area. Buyers are often just as interested in the community they will be living in as they are in the property itself. They want to know about local hot spots, parks, and playgrounds, and what it's like to walk downtown or visit the local farmers market.

Providing high-quality neighborhood photos and videos can help to create a more complete picture of the property and its surrounding area, and give buyers a sense of what it would be like to live there. By showcasing the best features of the neighborhood, you can help buyers to better understand the lifestyle they can expect to enjoy, and why the property might be the perfect fit for them.

Additionally, providing neighborhood photos and videos can help to position real estate professionals as experts in their local area. By showcasing their knowledge of the community and all it has to offer, agents can build trust and credibility with potential clients, and set themselves apart from their competition.

A collage of three images. The left image shows a bike-sharing station with red bicycles parked on a sidewalk. The middle image shows a playground with a red metal frame and a blue tire swing. The right image shows a waterfront view of a residential area with houses and a body of water.

SCHEDULE A SHOOT



## CUSTOM VIDEOS

Custom videos are a unique and powerful tool for real estate professionals who want the ultimate competitive advantage. A custom video can be a great addition to a real estate website or social media presence, and can include a range of content, from interviews and reviews of neighborhoods to humorous and entertaining clips.

One of the main benefits of a custom video is that it can be tailored specifically to the property and the real estate professional's brand. By creating a video that showcases their unique style and personality, agents can create a more personal connection with potential clients.

Custom videos can also be a great way to showcase the best features of a property and its surrounding area. By including interviews with local business owners or highlighting nearby attractions, agents can help potential buyers to better understand the community.

Additionally, custom videos can be a great way to create engaging and entertaining content for social media platforms. By producing content that is funny, informative, or inspiring, agents can build a following and increase their visibility and reach on social media.

## NEW! SOCIAL MEDIA VIDEOS

Enhance your brand visibility and engage with potential buyers on social media platforms.

Our team manages your social media accounts, creating and posting high-quality content, and interacting with your followers to build a strong online community.

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# COMMERCIAL



## CAMPGROUNDS / RV PARKS

Real estate walkthrough videos are important for campgrounds and RV parks as they provide a visual representation of the property and its amenities. With the increasing use of the internet to search for vacation spots, videos can capture the attention of potential customers and showcase the unique features of the property, ultimately increasing bookings.



## DISTRESSED PROPERTIES

Real estate videos are invaluable for marketing distressed properties, creating an immersive and engaging experience for potential buyers. High-quality videos can showcase the unique features of distressed properties, highlight their potential, and attract more potential buyers, helping you sell faster and more effectively.



## INDUSTRIAL

Real estate videos are an effective marketing tool for new industrial facilities as they allow potential buyers or tenants to see the inside of the building and get a sense of its layout, features, and overall condition. Showcase the various uses and functions of the space and make it easier for potential buyers or tenants to imagine their business operating in the facility.

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## MULTI-FAMILY

Showcase the unique aspects of multi-family properties, such as layout, amenities, and community features. Professionally crafted real estate videos can attract potential tenants, highlight the property's value proposition, and drive higher engagement, helping you market your multi-family property effectively and increase occupancy rates.



## OFFICE

Real estate videos are a must-have for new office locations as they provide a virtual tour of the space, showcasing the layout, design, and overall atmosphere of the building. These videos can also highlight any unique features, such as modern technology or green initiatives, making the office location more appealing to potential tenants and increasing the likelihood of inquiries.



## RETAIL

Highlight your listing's location including the traffic patterns and surrounding retail properties. Drone photography through the commercial corridors can help give out-of-town buyers a real tour of the area.



## SELF STORAGE

By showcasing the self storage facility in a visually appealing and engaging way, potential renters can get a better understanding of the space, layout, and amenities offered. With many options to choose from, having a high-quality video can set a self storage facility apart from competitors and increase the likelihood of securing new business.

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## SENIOR LIVING

Real estate videos are a must-have for new senior living communities as they provide a visual representation of the property, giving potential residents a better idea of what to expect. These videos are particularly important for seniors who may have difficulty visiting the community in person or who prefer to view the property from the comfort of their own home.



## VACATION RENTAL / STRS

Real estate videos are essential for vacation rental properties as they provide an immersive experience for potential renters, giving them a better understanding of what the property has to offer. Showcase the unique features of the rental, such as the views, amenities, and surrounding area, helping the property stand out from the competition and increase bookings.

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# POPULAR PACKAGES

## HDR PHOTOGRAPHY PACKAGE

FOR VIBRANT AND DETAILED IMAGES

- Properties that want to make a big impact
- High-quality, no-frills photography
- Capturing vibrant residence and amenity spaces
- Featured images that grab the viewer's attention
- Virtual dusk photos that make for an impressive listing



## HDR + VIDEO + AERIAL PHOTOS & VIDEOS

FOR FULL-SCALE PROJECTS

- Properties that are hard to capture with traditional methods
- Shooting large outdoor spaces or acreage
- Capturing unique architecture
- Creating short yet engaging promotional videos with a cinematic feel

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## HDR + 3D VIRTUAL TOURS FOR IMMERSIVE EXPERIENCES

- Properties that need real estate photography services ASAP
- Offering viewers an immersive experience
- Allowing viewers to explore the home or retail space at their own pace
- Giving viewers a better sense of the layout
- Highlighting features that can't be seen in traditional photos, videos, or floor plans

## VIDEO + AERIAL PACKAGE FOR AGENT-LED PRESENTATIONS

- Properties that need a more personal presentation
- Outside-the-box marketing
- Engaging potential renters who may need to lease sight unseen
- Showcasing a property's unique features and amenities
- Including value-add information about the property



## HDR + VIDEO + 3D VIRTUAL TOUR PACKAGE FOR THE ULTIMATE VIEWING EXPERIENCE

- Properties that need an all-in-one solution
- Showcasing a property's features, amenities, and location
- Giving viewers a complete understanding of the property
- Creating a fully immersive experience
- Highlighting neighborhood features and attractions





## WHICH PACKAGE IS RIGHT FOR YOU?

Now that you know more about the most popular real estate photography packages for property management companies, it's time to decide which one is right for you.

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If none of the above packages seem like the perfect fit, no worries — we offer custom photography packages that can be tailored to your specific needs.

[TALK TO AN EXPERT](#)

Today, it's easier than ever to schedule a professional real estate shoot with any or all of the services described above. With just a few clicks, you can have your shoot scheduled as soon as the next day, taking the stress and hassle out of the process.

At HomeJab, we understand the challenges of selling real estate, which is why we're dedicated to making the photography part easy and accessible to everyone.

**Use the checklist on the next page to review which options best suit your needs, then give us a call with any questions, or schedule your shoot.**



## SERVICE CHECKLIST

Use this checklist to prioritize your service needs and to write down any questions you have. One of our team members will be happy to help you choose the best option for your property.



### Standard Photography

Quantity: 15 | 30 | 50

☐ YES ☐ MAYBE



### Walkthrough Video

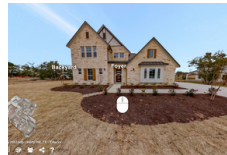
☐ YES ☐ MAYBE



### HDR Photography

Quantity: 15 | 30 | 50

☐ YES ☐ MAYBE



### 3D Virtual Tour

☐ YES ☐ MAYBE



### Aerial Photos

Quantity: 15 | 30 | 50

☐ YES ☐ MAYBE



### Virtual Staging

☐ YES ☐ MAYBE



### Aerial Video

☐ YES ☐ MAYBE



### Twilight - Exterior Only

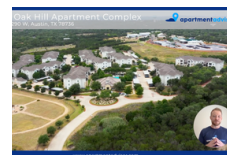
Quantity: 15

☐ YES ☐ MAYBE



### Neighborhood Photos & Videos

☐ YES ☐ MAYBE



### Social Media Videos

☐ YES ☐ MAYBE

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TALK TO AN EXPERT

Custom quotes and packages available.

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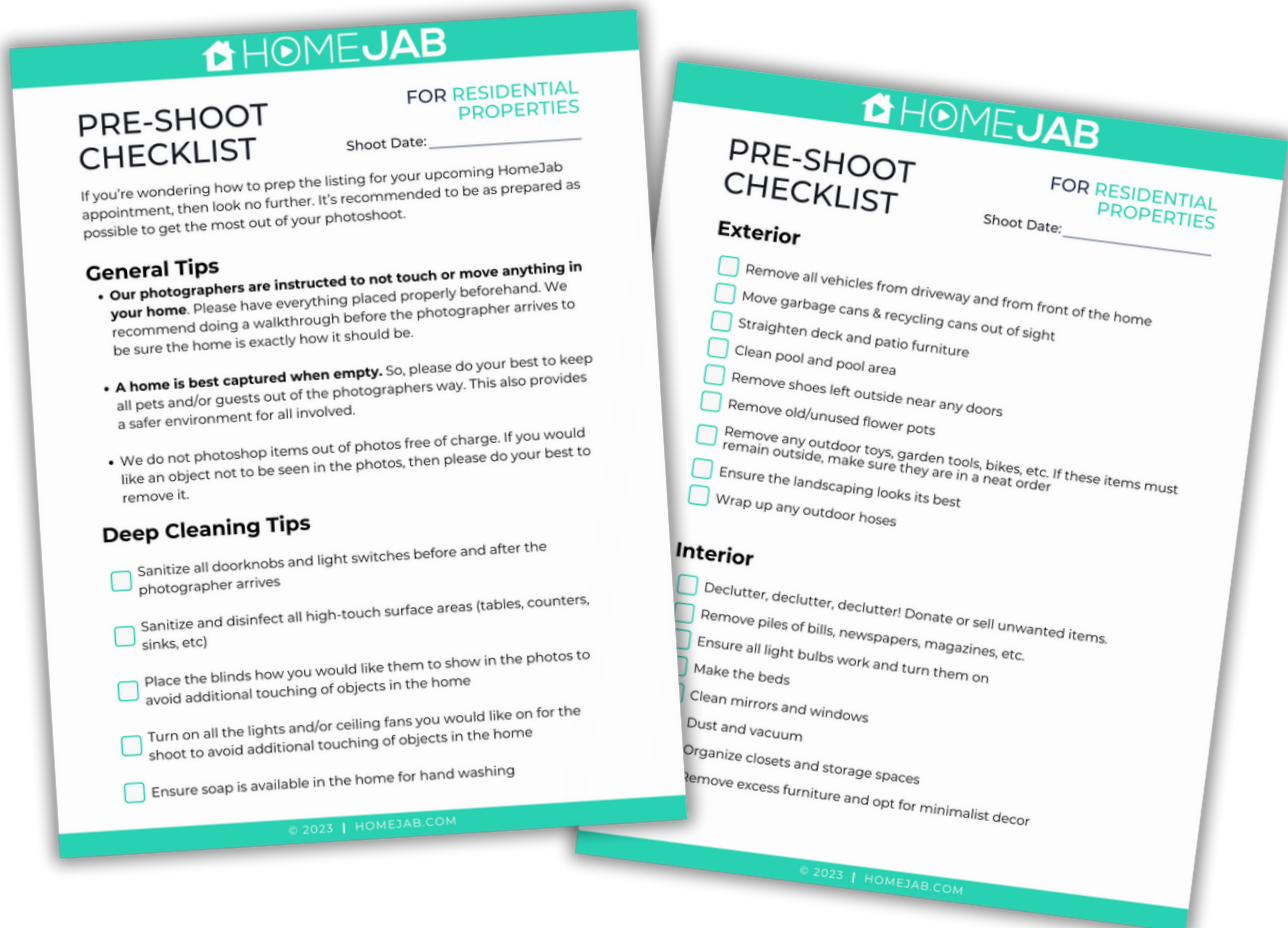


## BONUS

# PRE-SHOOT CHECKLIST

We created this checklist for you to easily print out and provide to your seller to get the most out of your photoshoot.

If you're wondering how to prep the listing for your upcoming HomeJab appointment, then look no further. We have put together this guide on how to prepare the property for a real estate photography shoot. We recommend going over this list with your seller.





# PRE-SHOOT CHECKLIST

FOR RESIDENTIAL  
PROPERTIES

Shoot Date: \_\_\_\_\_

If you're wondering how to prep the listing for your upcoming HomeJab appointment, then look no further. It's recommended to be as prepared as possible to get the most out of your photoshoot.

## General Tips

- **Our photographers are instructed to not touch or move anything in your home.** Please have everything placed properly beforehand. We recommend doing a walkthrough before the photographer arrives to be sure the home is exactly how it should be.
- **A home is best captured when empty.** So, please do your best to keep all pets and/or guests out of the photographers way. This also provides a safer environment for all involved.
- We do not photoshop items out of photos free of charge. If you would like an object not to be seen in the photos, then please do your best to remove it.

## Deep Cleaning Tips

- ☐ Sanitize all doorknobs and light switches before and after the photographer arrives
- ☐ Sanitize and disinfect all high-touch surface areas (tables, counters, sinks, etc)
- ☐ Place the blinds how you would like them to show in the photos to avoid additional touching of objects in the home
- ☐ Turn on all the lights and/or ceiling fans you would like on for the shoot to avoid additional touching of objects in the home
- ☐ Ensure soap is available in the home for hand washing



# PRE-SHOOT CHECKLIST

FOR RESIDENTIAL  
PROPERTIES

Shoot Date: \_\_\_\_\_

## Exterior

- ☐ Remove all vehicles from driveway and from front of the home
- ☐ Move garbage cans & recycling cans out of sight
- ☐ Straighten deck and patio furniture
- ☐ Clean pool and pool area
- ☐ Remove shoes left outside near any doors
- ☐ Remove old/unused flower pots
- ☐ Remove any outdoor toys, garden tools, bikes, etc. If these items must remain outside, make sure they are in a neat order
- ☐ Ensure the landscaping looks its best
- ☐ Wrap up any outdoor hoses

## Interior

- ☐ Declutter, declutter, declutter! Donate or sell unwanted items.
- ☐ Remove piles of bills, newspapers, magazines, etc.
- ☐ Ensure all light bulbs work and turn them on
- ☐ Make the beds
- ☐ Clean mirrors and windows
- ☐ Dust and vacuum
- ☐ Organize closets and storage spaces
- ☐ Remove excess furniture and opt for minimalist decor