

# How do I take the best real estate photos?

**Taking great real estate photos is important for showcasing your property in the best possible light and attracting potential buyers. Here are some tips to help you take great real estate photos:**

**1** With HomeFree's VR technology partner, all you need is your smart phone. Make sure your lens is clean!

**2** **Use natural light:** Natural light can make your photos look bright and beautiful. Open curtains and blinds to let in as much natural light as possible so long as the sun itself is not in the photo. Avoid taking photos at night or in low light conditions.

**3** **Declutter:** Clear out any unnecessary items from the room to create a clean and uncluttered space. This can make the room appear larger and more inviting. Less is more!

**4** **Stage the room:** Add some decorative elements such as flowers or pillows to make the room look more inviting. Rearrange furniture to showcase the best features of the room. Remove excess furniture and décor items to make the room look more spacious and neutral

**5** **Use a tripod:** A tripod can help you take steady shots and avoid blurry photos. It can also help you keep the camera level and reduce distortion. That said, your smart phone and a broomstick can do the trick!

(see HomeFree VR tours, DIY video & info page)

**By following these tips, you can take great real estate photos that showcase your property in the best possible light and attract potential buyers**

## How does homeFree's VR tour and photography technology improve real estate photos?

We use a technology that uses 3D scanning and imaging to create immersive virtual tours of real estate properties. Unlike traditional real estate photos, which are 2D and provide a limited perspective, homeFree (via Matterport) virtual tours give buyers a more interactive and immersive experience.

Here are some ways that Matterport can improve real estate photos:

**1** Provides a more immersive experience: Matterport virtual tours provide buyers with a 3D view of the property, giving them a more immersive and interactive experience than traditional real estate photos.

**2** Allows buyers to explore the property at their own pace: With Matterport virtual tours, buyers can explore the property at their own pace, zooming in on details that interest them and moving around the space freely.

**3** Shows the property in its best light: homeFree's virtual tours (via Matterport) can showcase the property in the best possible light, highlighting its unique features and giving buyers a more accurate sense of the space.

**4** Saves time and resources: By providing a more immersive experience, homeFree's virtual tours can reduce the need for in-person showings and save time and resources for both buyers and sellers.

**5** Provides a competitive edge: Using homeFree's technology can give sellers a competitive edge in the market by providing a more innovative and engaging way to showcase their home.

In summary, Matterport technology customized for homeFree sellers can improve real estate photos by providing a more immersive, interactive, and accurate representation of the property, saving time and resources, and giving sellers a competitive edge in the market.