

# Real Estate Photography

## *promotion & emotion*



In Real Estate, just like life, first impressions can make all the difference.

Buying a house is an emotional experience. No matter how practical a house is people won't buy it if it doesn't **feel** right.

That Feeling - the gut reaction that says "it's right, it's the one" - that's an emotional response, not a logical one. **A good photograph can bypass the brain and work right there - at gut level!** It happens in an instant and that's your first impression.

Get your buyer hooked - involve them in the property in that instant - and it will be much easier for your agent to get the best price for your property.

involve your buyer emotionally with your property - make them want it badly enough - and they will pay **beyond logical expectations**

Real Photography has been doing this for 8 years. It's a formula that works. Visit the website to see details.

- Professional high quality photographs
- Expert processing
- Advice and consultation on preparation
- Discounts if purchased through your agent

its less about describing a property,

# more about *creating a feeling*

good real estate photography should do both...



## How do we do that?

We are all bombarded with images every day - which makes us a very visually savvy bunch. You know when a photo looks a bit "shonky"; and so does your buyer. They may be looking at a picture of your home, but they are responding to the quality of the image - although they might not know it! So the top priority is to get photos that are technically perfect, totally professional.

We also select views and details of your home that create an atmosphere and set the mood. This is why we can focus on a pumpkin (see images top right) and it still says a lot about the property - its rustic, homely, warm, cosy...

When we "process" the images after the shoot, we'll do so in a style that suits your home - and in consultation with your agent and yourself. This processing can create quite a different feel. Here are 2 shots of the same property taken for different agents:



Its the single biggest thing most of us ever sell, a **small investment** in promotion can reap **big rewards**

## Who

The principal photographer is Gethin Coles, who has been taking real estate photos regularly since 2001. He is joined by expert photo retoucher and Master of Photography, Alex Cowley.

## What we do

We offer a range of services including preparation, photography and design, starting at \$295 including all materials, travel, expenses and GST. A good rule of thumb is to pay up to 0.1% of the value of your property on the photography. **For more details visit the website,**

**[www.realphotography.com.au](http://www.realphotography.com.au)**  
**or call Gethin on 0432 970 278**