

## 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	Jpg	1024 x 768 pixels, 72 ppcm	768 x 1024 pixels, 72 ppcm