

CANON EF LENS

24-105mm 1:4 L

Φ77mm

Z LENS MADE IN JAPAN

EF-S 55-250mm 1:4-5.6 IS II

A large white arrow graphic pointing upwards and to the right, located in the bottom left corner of the page.

# PHOTOGRAPHY STYLE GUIDE

Elevate your listings and the NAI NorCal brand

MARKETING GUIDE

## Introduction

From property pages on our website to offering memoranda and email blasts, photos are often one of the first and most important touchpoints that potential buyers and sellers see when interacting with our listings and the NAI NorCal brand. Because of this, it is imperative that every photo is consistent in quality and composition to communicate professionalism and brand cohesiveness to current and potential clients alike. This style guide will give you a good understanding of the level quality that we will be expecting from your photos, whether you are hiring a photographer or choose to take your own. For future listings, the marketing team will be rejecting photos if they do not adhere to this guide, so please keep it handy and reach out if you have any questions.

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### All good real estate photography is...



**PURPOSEFUL &  
WELL-COMPOSED**



**BRIGHT &  
FRONTLIT**



**CLEAR &  
NOT OVEREDITED**

## 1. Purpose & Composition

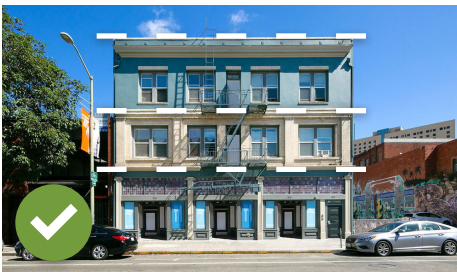
Before including any photo in a listing, ask yourself what purpose the photo will serve in marketing the property. Is it highlighting size? A specific feature? Proximity to a certain location? If a photo is not actively marketing a new, valuable aspect of a property, or if it is a near duplicate of another photo, it should not be included in the listing. If the photo is purposeful, is it composed in a way that optimally frames the feature that you are trying to highlight? If the answer is no, you might want to crop it.

On the next page are several rules that we will be looking for you to follow in regard to framing and composition. As with all photography, there are exceptions to rules, but this serves as a general guide.



**DO: SQUARE UP VERTICALS IN EXTERIORS**

For exteriors taken at ground-level, photos should be squared up so that the verticals in the photo line up with the sides of the image. Avoid images where the camera is not level, especially from an angle. Use edges of walls, windows, doors, and other structurally vertical elements to square up your photo and crop or rotate it.



**DO: SQUARE UP HORIZONTALS IN THE PRIMARY**

If the primary image is a ground-level photo of an exterior, square up the horizontals unless an angled photo will highlight a valuable aspect of the property. This is especially important for photos of buildings with other structures immediately to the left or right in order to ensure that the subject property is the center of attention.



**DO: SQUARE UP VERTICALS IN INTERIORS**

Just like exterior photos, interiors should be squared up so that the camera appears to be perfectly level, unless to emphasize the grandeur of a feature, such as high ceilings. Use wall edges, wall corners, windows, doors, cabinets, and other structurally vertical elements to help you capture and crop or rotate your images.



**DO NOT: CUT OFF PARTS OF A BUILDING IN EXTERIORS**

If you are taking photos yourself, invest in a wide-angle lens or move your body farther back in order to avoid cutting off parts of a building in exterior photos. Aside from giving potential buyers a better look at the property, including the whole building and giving it room to breathe in the frame looks far more professional.



**DO NOT: USE AMBIGUOUS AERIALS AS A PRIMARY**

If the subject property cannot be clearly identified in an aerial photo, contact marketing to edit the photo in a way that makes the property boundaries obvious, or consider using a different photo as the primary image. Ambiguous aerial photos can confused potential buyers regarding what is part of the property and what is not.

## 2. Lighting & Shadows

Because a listing’s most important images are frequently exterior photos, it is absolutely imperative to take weather and time of day into account before you schedule a photographer or head out to shoot a property yourself. Depending upon the direction a building faces and changes in the weather, a few hours can mean the difference between a terrible photo and a great photo. Primary exteriors look their best when the property is frontlit and free of distracting shadows on the facade.

Below is a guide on when to shoot frontlit exteriors in addition to a couple general lighting rules.

### If the property faces...



**NORTH**

Shoot around noon  
10 a.m.–2 p.m.



**SOUTH**

Shoot anytime  
8 a.m.–6 p.m.



**EAST**

Shoot in the morning  
8 a.m.–12 p.m.



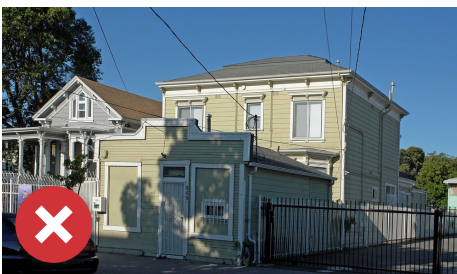
**WEST**

Shoot in the afternoon  
2 p.m.–6 p.m.



**DO NOT: TAKE PHOTOS IN BAD WEATHER**

Avoid scheduling or taking photos when the weather is bad. Although overcast skies can sometimes help minimize shadows, do not schedule photos on dark, rainy days, as they will turn out gloomy and are hard to edit. Reach out to the marketing team if you need help with a Photoshop sky replacement.



**DO NOT: INCLUDE DISTRACTING, HARSH SHADOWS**

Although sometimes unavoidable, if a property has large trees or other objects that cast harsh shadows on the facade of a property, plan to schedule photos or shoot closer to noon when the sun is higher in the sky. Shadows confuse the light meter on the camera and can cause dark spots, color casts, and other issues.

### 3. Image Quality

If you choose to take photos yourself, it is important to recognize quality issues so that your photos do not hurt the presentation of your listing. Because we use photos throughout multiple forms of media and at many different sizes, it is necessary for every image to be clear, free of grain, and not overedited.

Below are several rules that we will be looking for you to follow in regard to image quality.



**DO: SHOOT AT A HIGH RESOLUTION (OR LEARN RAW)**

Because your photos may be appearing full bleed in offering memoranda and fullscreen online, it is important that they are able to fill large frames without getting blurry. Before you head out to shoot a property, make sure that your camera is saving in the largest JPEG resolution possible, or learn how to shoot in RAW.



**DO: TAKE PHOTOS WITH AMPLE LIGHTING**

In addition to shadows, lighting can also impact the overall quality of your image. Make sure that you have ample lighting when you shoot to avoid the camera overcompensating with ISO, which will cause the photo to become grainy. Consider using an external light for interior photos to avoid grain and blurriness in dark spaces.



**DO NOT: ABUSE HDR**

When used properly, HDR can help you salvage dark/light parts of a photo to artificially balance out lighting in post-processing. When abused, HDR will remove depth from a photo, cause colors to look unnaturally light or dark, and create noticeable artifacts. If you plan to use HDR, shoot in RAW to avoid losing important photo data.



**DO NOT: USE POOR-QUALITY IMAGES FROM THE INTERNET**

In addition to copyright concerns, photos from the internet are frequently too small and blurry to use in marketing material, especially for the primary photo. If you would like to use a photo from a site like Google Maps, consult the marketing team to ensure that it is good quality and attributed properly.

### More **Good** Exteriors



Squared, frontlit, bright



Squared, frontlit, angle serves purpose



Squared, frontlit, well-framed

### More **Poor** Exteriors



Backlit



Not squared, building cut off



Ambiguous aerial photo

### More **Good** Interiors



Squared, bright, well-composed



Squared, bright

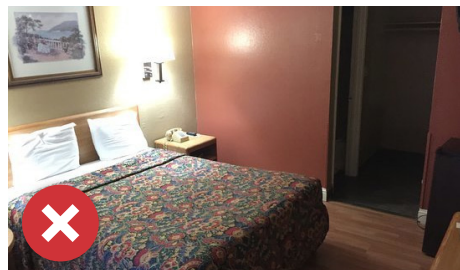


Squared, well-composed

### More **Poor** Interiors



Not squared, cat in photo



Not squared, dark



Not squared, poorly composed, dark