

Estate Agency Property Photography Checklist

A practical no-flash HDR workflow for routine property visits

CONSISTENCY

A repeatable room order, camera height and quality check for the whole team.

EFFICIENCY

A capture process designed to fit alongside measurements and routine property visits.

NATURAL HDR

Exposure brackets, straight verticals and a realistic finish without carrying flash equipment.

CLEAR HANDOVER

File naming, selection and checks that make internal or outsourced editing easier.

What this resource is for

Use this checklist as a shared baseline for routine property instructions. It is a concise field reference, not a substitute for coached practice or camera-specific settings. The full training day adapts the process to your team, equipment, property mix and editing route.

The quick-reference shot card

KEEP THIS PAGE WITH THE CAMERA KIT

A reliable listing set starts with a consistent sequence. Complete the clear overview images first. Add supporting details only after every essential room and exterior view is covered.

1. FRONT EXTERIOR

One clean main view. Keep bins, vehicles and signs from dominating the frame where practical.

2. RECEPTION ROOMS

Use a corner or doorway position that explains width, depth and the relationship to adjoining spaces.

3. KITCHEN AND DINING

Show the main working area, storage and dining relationship. Add one useful supporting angle if it adds information.

4. BEDROOMS

Prioritise floor space, window position, storage and a clear reading of the room layout.

5. BATHROOMS

Keep the camera level, avoid the doorway edge and check mirrors, towels, lids and reflective clutter.

6. GARDEN AND PARKING

Show access, scale and orientation. Include garages, parking or useful outbuildings where relevant.

Wide overview or editorial detail?

A wide overview explains the room and supports buyer decision-making. An editorial detail adds character, finish or context. For routine sales listings, secure the useful overview first. Add details only when they strengthen the story rather than replacing essential spatial information.

Essential frame check

- ☐ The image adds new information about the property.
- ☐ Vertical lines look upright and the horizon is level.
- ☐ The room is not stretched by an unnecessarily extreme lens position.
- ☐ Door edges, furniture or walls do not block the main subject.
- ☐ Bright windows and dark corners can be handled by the exposure brackets.
- ☐ Personal information, people, pets and car registrations are not visible.

Before the appointment

PREPARE THE PROCESS BEFORE YOU PREPARE THE CAMERA

Equipment

- ☐ Camera with manual exposure and exposure-bracketing controls.
- ☐ Suitable wide-angle lens that covers the room without excessive distortion.
- ☐ Stable tripod with a level head or visible spirit level.
- ☐ Charged batteries and a spare battery.
- ☐ Empty, correctly formatted memory cards.
- ☐ Lens cloth and a small cleaning brush.
- ☐ Measuring device and normal instruction paperwork.
- ☐ A simple reference card containing the agency's approved camera settings.

Property readiness

- ☐ Ask the vendor to open blinds and curtains and switch on working lamps.
- ☐ Clear kitchen worktops, draining boards and visible bins.
- ☐ Close toilet lids and remove toiletries that distract from the room.
- ☐ Straighten bedding, cushions, dining chairs and towels.
- ☐ Remove temporary signs, pet bowls and loose cables where practical.
- ☐ Check gardens, parking areas and the front approach before starting.
- ☐ Confirm whether any room, document, family photograph or security feature must not be shown.

Do not redesign the home

The agent's role is to make sensible small adjustments, not to restyle the whole property. Prioritise obvious distractions, alignment and clear surfaces. If the property needs extensive preparation, record the issue and agree the next step rather than losing the appointment schedule.

A repeatable capture workflow

1

Walk through first

Note the brightest windows, darkest rooms, mirrors, awkward doorways and the logical order for completing the property.

2

Set one dependable camera height

Use a height that keeps verticals natural and works across most rooms. Adjust deliberately for kitchens, bathrooms or low furniture.

3

Photograph essential spaces in order

Start with the principal rooms, continue through bedrooms and bathrooms, then complete exterior, garden, parking and useful outbuildings.

4

Bracket difficult light

Keep the camera fixed and capture the agreed exposure sequence. Do not move the tripod between frames.

5

Check before packing away

Review sharpness, framing and coverage. Compare the finished sequence with your room notes so no room or key feature is missed.

Camera position and composition

MAKE THE PROPERTY EASY TO UNDERSTAND

Camera height

A consistent height makes a set feel professional. Avoid placing the camera automatically at eye level. The correct height should show useful floor area, keep furniture proportions natural and avoid revealing unnecessary surface tops.

- ☐ Keep the camera level instead of tilting it up or down.
- ☐ Use the tripod level or grid display before every sequence.
- ☐ Move the tripod to improve the composition rather than relying on a wider focal length.
- ☐ Check that door frames, cabinets and wall edges remain vertical.

Angles that help a buyer

- ☐ Use a corner angle when it explains both dimensions of the room.
- ☐ Use a doorway view when it clearly connects two useful spaces.
- ☐ Avoid hiding most of the room behind a sofa, door or kitchen island.
- ☐ Show significant windows, doors, fireplaces and built-in storage where possible.
- ☐ Add a second angle only when it reveals information the first image does not.
- ☐ Keep reflections of the camera and operator out of mirrors and glass.

Accuracy matters

The purpose of a sales photograph is to make the property clear and appealing without misleading the viewer. Avoid extreme stretching, aggressive perspective changes and compositions that disguise the true layout.

No-flash HDR capture

CONTROL CONTRAST WITHOUT COMPLICATING THE VISIT

HDR means combining several exposures of the same fixed composition. One frame protects bright areas, one records the mid-tones and one lifts darker parts of the room. The finished image should look natural rather than heavily processed.

On-site sequence

- ☐ Mount the camera securely and frame the final composition.
- ☐ Use the agency's agreed base settings rather than changing the method room by room.
- ☐ Activate the agreed exposure-bracketing sequence.
- ☐ Use a timer or remote release to avoid moving the camera.
- ☐ Confirm that every bracket is sharp before moving the tripod.
- ☐ Capture an additional darker frame when strong window detail is important.
- ☐ Keep every frame in the bracket sequence together on the memory card.

Camera settings need to be tested

The exact aperture, ISO, shutter range and bracket spacing depend on the camera, lens, processing route and property type. The training day establishes and tests those settings with your actual kit. Do not copy a generic setting without checking the result.

Editing and image handover

THE PROCESS IS NOT FINISHED WHEN THE SHUTTER IS PRESSED

Your agency can process the images internally, use a suitable automated online service, or send the source files to Matthew for separately quoted editing. Whichever route you choose, keep the same quality-control standard.

Handover checklist

- ☐ Copy every file before formatting the memory card.
- ☐ Keep each exposure bracket together and in the original capture order.
- ☐ Use a consistent property or instruction reference in the folder name.
- ☐ Remove obvious accidental frames without deleting a required exposure.
- ☐ Tell the editor about colour issues, replacement windows or privacy requests.
- ☐ Store the original source files until the listing is complete.

Final quality control

- ☐ The complete set matches the room notes and includes every marketable space.
- ☐ All selected files are sharp at normal viewing size.
- ☐ Vertical lines are straight and horizons are level.
- ☐ HDR processing looks natural, without grey whites, halos or glowing edges.
- ☐ Colour is consistent from room to room.
- ☐ Windows are controlled without making the interior unnaturally dark.
- ☐ Images are exported at the agency's agreed size and colour profile.
- ☐ The sequence opens with the strongest exterior or principal-room image.
- ☐ Duplicate angles and weak frames have been removed.
- ☐ Personal data and sensitive details have been checked again.

Automated processing still needs review

An online service can speed up the workflow, but it cannot decide whether the composition is useful, a room is missing or the colour feels wrong. A named person should approve every listing set before upload.

When to bring in a professional photographer

An in-house process can work well for routine instructions. It does not need to replace professional photography for every property. Consider specialist photography when the instruction is high value, unusually complex, architecturally important or dependent on a more editorial visual story.

- ☐ Premium or design-led homes where detail images and lighting control influence presentation.
- ☐ Difficult mixed lighting, extensive glazing or very dark interiors.
- ☐ Drone photography, twilight work, video or Matterport tours for complex spaces.
- ☐ Developer, commercial or hospitality briefs with a wider marketing use.
- ☐ Important instructions where the agency needs its strongest visual standard.

Turn the checklist into an agency system

The UK-wide training day costs £800 for up to ten staff. It includes tailored equipment and settings advice, coached exercises, processing options, take-away references and an agency action plan. Travel and any overnight costs are quoted separately.

Estate Agent Photography Training

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