



TOP 5 TIPS IPHONE PHOTOGRAPHY

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HELLO MY NAME IS DOM, THANKS FOR DOWNLOADING THIS FREE RESOURCE. I LOVE HELPING REAL ESTATE PROFESSIONALS JUST LIKE YOU BE SUCCESSFUL IN THE DIGITAL WORLD.

5 TOP TIPS-IPHONE PHOTOGRAPHY FOR REAL ESTATE PROS

This is a free guide for you, however, I have personally spent thousands of dollars on camera equipment and hundreds of hours to bring you the best tips/resources. If this resource helps you, please share with your friends and colleagues. Thanks, Enjoy!

Objective: Take better photographs using your smartphone



#1. Lighting is Key.

Get natural lighting from outside or a window. Generally, you want the light source facing you, not behind you. Artificial lights work well (LED Lights, Soft boxes, Ring-lights etc.)

*On the iPhone, touch to focus and slide UP , just a bit, to get brighter image. You can also add lighting after in apps like Snapseed/Pixlr/Photoshop Express.



#2. STABILIZATION

Using a small tripod, a phone stand , or a selfie stick can do wonders. Blurry photos can be avoided with a good stable grip. If nothing else, use two hands.* On the iPhone use the "volume up button" to capture the image. This works with the apple headphones & small remotes as well. Keep your phone stable to get the shot. Shaky Open House videos are hard to watch.



#3. FOCUS

Touch the screen to focus on the subject of the photo. On the iPhone you can press & hold to Lock Focus AE/AF. Tap around the phone screen to see what focus points gets the best lighting, depth of field and image clarity. Never, ever use Zoom. It Ruins Everything.



#4. COMPOSITION

Get the right Angles & Framing. For selfies/portraits shoot from above eye level downwards .For some photos, you may use "the Grid". Go to *Settings/Photos & Camera/Grid - ON. Frame.Shoot.Edit. Share



#5. TAKE ONE MORE PHOTO! I call this the rule of "Plus One" The more photos you have, the more you have to choose from in the final editing process. Best angle, best lighting, etc.

*Always capture just one more than needed.

BONUS TIPS: *Ask for someone to take the Photograph, especially for group shots. *CLEAN Your Lens, *Use Rear Facing Camera when possible. and lastly, more importantly, Have Fun!

If you can, always Hire a Pro. Get a DSLR. These QUICK TIPS are amazing for "in the moment" photography & videos. Keep this and it will really help you on your next real estate listing.

Thank you for reviewing this FREE PDF.

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