

## Technique for the main photo: Facade”

The main photo or “facade” is a must in your ad. It’s the most important angle of the property. This picture is shown in the search index and, it’s what attracts customers to click and see your ad.

### Step 1:

Setup photo size in your digital camera. The ideal size is 640x480 pixels. If your camera is setup by quality, then select “Medium Quality”.

Remember to take the main photo in vertical position. Additional photos in the position that better suits you.

### Step 2:

We recommend you take several pictures with different ISO “Sensitivity to light”, as many as your camera allows you. Also take as many apertures as your camera allows, until you obtain the best balance of light and shadow in the picture.

### Comments:

If it’s a building picture, Get as far as you can in order to enter the entire structure in the camera screen to obtain a complete photo of the structure.

### Note:

Don’t send us “cut” pictures of of the facade. A picture that doesn’t show the building or home in its entirety, ruins the ad quality, as you can see in the red circle photo.



## Position of the photographer in front of the building or house.

Always remember: the sun must be at the back of the photographer.

### Step 1:

Take the picture preferably at a time when the sun illuminates the front of the building.

### Step 2:

Get a lateral-frontal angle, this means that once you have a picture of the front, you can slide horizontally so you can take the front and a little of the lateral side as well. This will give perspective to your picture.

### Step 3:

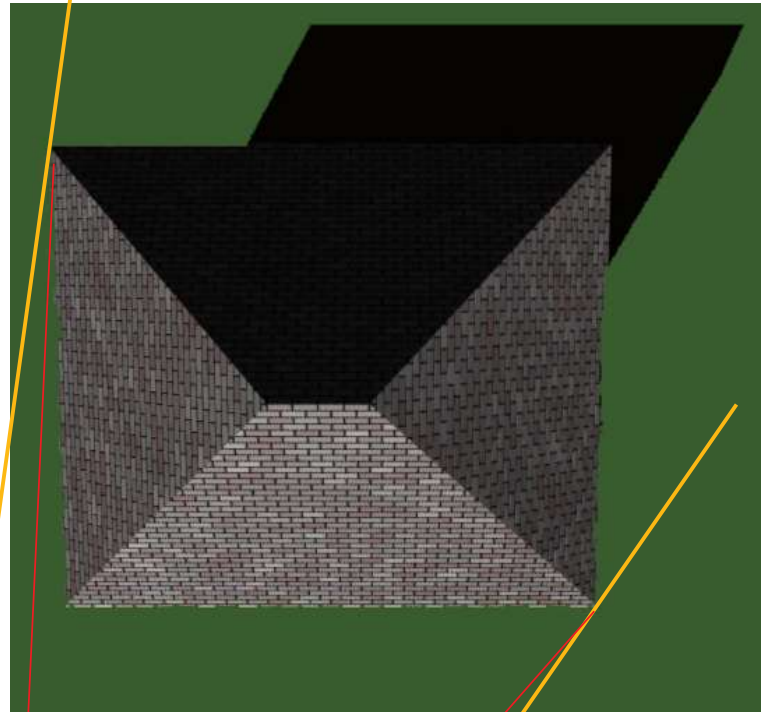
Put the camera in a vertical position to take the picture.

### Step 4:

Take as many pictures as you want and then make a selection for the ad.

### IMPORTANT NOTE:

Deactivate the "date" option in your camera. Sending pictures with date does not help your ad and delays the processing time of the images.



Pivoting area

The sun must be at the back of the photographer

## Additional External Photos

For best results in visual communication of your ad, take as many pictures as possible.

### Recommended External Pictures:

- Lateral and rear views of your building.
- Lobby.
- Parking.
- Storage room.
- Social Areas.
- Garden.
- Path ways.
- Pool.
- Sport Areas.
- Park.
- BBQ Pit.



## Additional Internal Photos

• Remember to clean and organize all areas before taking the pictures to give a good impression of the cleanliness and maintenance of your property.

### Recommended Internal Pictures:

- Rooms
- Bathrooms
- Study
- Kitchen
- Laundry room
- Living room
- Dining room
- Bar
- "Family room"
- Storage
- Social Areas
- Tub - Jacuzzi
- Panoramic views from the building
- Terrace
- Finished details like floors, ceilings, panoramic windows, etc.

