

Photography Tips for a More Attractive Listing

Do you wish to learn how to take better photos of your holiday home? In this whitepaper, you'll find everything you need to know about photography tips and creating an appealing listing.



About Micazu

Micazu has been a successful online platform since 2010, where owners rent out their own holiday homes in over 55 countries worldwide.

Renters book the holiday home directly from the host. As a result, both parties know exactly what to expect.

And because bookings are made directly with the host, it's often much more cost-effective. Micazu has a unique billing model that does not charge booking fees, and lets renters pay directly to the host.



Table of Contents

Quality	4
Lighting	5
The Right Angle	6
Tidy Appearance...	7
Unique Features	8
Exterior	9
Surroundings	10
Profile Picture	11
Conclusion	12
Contact	13

Image Quality and Camera



Listings with high-quality photos typically receive 24% more bookings. Therefore, good photos are crucial.

We always recommend hiring a photographer! This ensures that you have beautiful, high quality photos. You can also include this whitepaper as part of the briefing for the photographer.

**If you choose to take photos yourself,
Please take note of the following tips:**

- **Camera Type:** Preferably choose a system or DSLR camera.
- **Lenses:** A wide-angle lens generally gives the best results.
- **Quality:** Pay attention to the minimum number of megapixels; avoid low quality.
- **Using a mobile phone for photos?** Always use a mobile phone with a good quality camera, not older than 3 years, as older models have significantly lower quality cameras.

Let the sun shine

Light is every photographer's best friend. It provides natural depth, color, and contrast to a photo.

Good lighting ensures that your photos look professional. Always take photos during the day and turn on all lights.

Open the curtains and let the light in. If possible, open windows and doors. Even during bad weather, outdoor lighting remains advantageous.



Most modern cameras and smartphones will focus on light points and darken the rest.

So, always photograph with the lights on and the curtains open.



✗ Without sun



✓ With sun

The right angle

Always take your photos from an angle in each room to make the space look wider and provide a better view.



Take photos from multiple angles to create a complete image of the space. If you photograph from a wall, the space will appear smaller than it is, which is a shame.

Composition in a photo is also crucial. Ensure that each photo shows more than just the empty space,



so viewers keep looking at the photo. This can be achieved by, for example, taking a photo of the living room with a view of the terrace or pool. This creates depth in the photo and shows more than just the living room.

Photograph every space in your home to entice potential renters to fall in love with your home. Lastly, always try to photograph the photos straight; a photo with a straight horizon greatly improves its quality.

Time to tidy up

04



It's such a simple concept, yet many hosts overlook this.

Before taking photos, it's essential to clean your house thoroughly, tidy up and ensure everything is neatly arranged. This shows potential guests that you take good care of your home and do everything to make their stay as comfortable as possible.

A tidy and clean home looks a lot more inviting than a home that appears dirty or messy.

Try to look through the eyes of an interior stylist and browse a few interior magazines for inspiration. For example, display a beautiful bouquet or place

some magazines in a fan shape on the coffee table. A set dinner table indoors or outdoors also looks very appealing.

However, it's important that the photos you take match reality, to avoid disappointment with your renters.

Try to make sure that your holiday home looks just like the photos upon the arrival of your guests.



Highlight the unique aspects

It's the small details and special features that appeal to renters.

Do you have a lovely garden with a pool? A beautiful barbecue or a fantastic kitchen? Is there a room specifically for children with toys or is there a breathtaking view?

Or does your house have other characteristics, details, or special features? Ensure they are well captured

so you can emphasize these features in your listing. Renters love small details, aspects that make your home a bit more special.

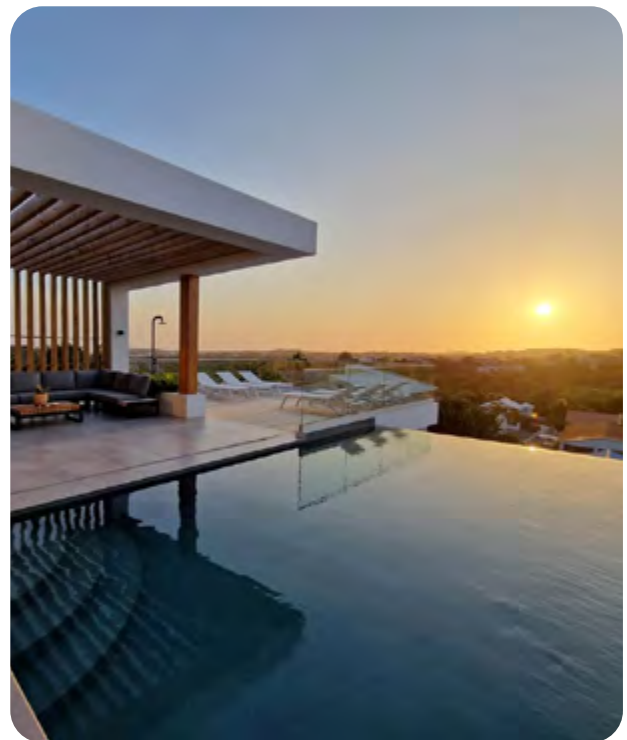
Take plenty of overview photos as well as detail photos, so that you will have options during your selection.

Also take photos outside

The surroundings are as important as the house itself.

Show what the renter can expect from the moment they arrive at your holiday home. Take your guests on a visual tour of the house, including the outdoor space.

Show your potential renter how delightful the garden is or the terrace with an inviting, beautifully set lunch table.



The golden hour

Ideally, try to take these photos during the first and last hours of sunlight. Photographers call this the Golden Hour. The light is soft, providing a wide range of colors.



The surroundings

Don't forget to photograph the surroundings of your house.

Give your guests an idea of things to do in the area surrounding the house. Take photos of your favorite hiking area or that one nice restaurant you always enjoy. Personal tips like these give potential renters a more complete idea of what

their holiday could look like. Tourist attractions are also worth photographing. Sharing your personal favorites will make your listing more appealing, which could lead to more bookings.

Profile picture

Ensure not only your home looks good, but also you as the host.

As a renter, you always want to know who you are booking with. Therefore, ensure you have a fun and engaging profile picture. Introduce yourself in an enthusiastic and inspiring way in your listing and with a photo of yourself. Renters like to put a face to a name when they are booking your home.





In conclusion

The more photos a potential renter can view in your listing, the more enthusiastic they will become about your home.

The more photos a potential renter can view in your listing, the more enthusiastic they will become about your home. Showing the renter that you have created your listing with a lot of care and attention to detail, will make it stand out among other listing. Below is a summary of the key points:

Quality: Ensure high-quality photos with, preferably, a good camera.

Light: Open curtains and turn on lights.

Angle: Always take photos of a room from an angle, never from a wall.

Cleanliness: Make sure everything is 100% clean and tidy before taking photos or having photos taken.

Special Features: Capture these and make sure to

write a caption (what makes them special).

Outside: The interior is important, but don't forget the exterior and surroundings of your holiday home. Try to take a maximum of 10 photos per room or object and then carefully decide on the final selection.

Make sure your selection gives a complete and varied image of your home, and don't forget to provide each photo with a caption of what is visible in the photo; try to write more than just the name of the space. For example, you can write that your kitchen has a 5-burner gas stove or a nice espresso machine. This way, you provide even more information about each photo, which will help reduce the likelihood of any questions or doubts a potential renter might have. A complete listing will help renters in their decision to book your holiday home.

Start renting out

Begin today by creating your listing and experience the convenience of renting out your holiday home through Micazu.

[Start renting out](#)

Looking to buy a holiday home?

Find your dream home on Micazu

[View the listings](#)

Looking to sell your holiday home?

Sell your holiday home with Micazu

[Start selling](#)



Need more information?

If you have any questions after reading this whitepaper or would like to receive more information, please send us an email with your questions to helpdesk@micazu.com. We will provide you with comprehensive answers to all your questions. For now, we hope we have provided you with more insight into the rental possibilities. Perhaps we will see you soon! We are happy to assist you further.

Best regards,
Team Micazu

Micazu B.V.
Waldorpstraat 17
2521 CA The Hague
+31 71 760 1650

helpdesk@micazu.com
www.micazu.com