



Photo tips

to make your listing even better

1. BRING THE SUN IN

Light is a photographer's best friend. It gives a photo natural depth, colour and contrast. Good lighting will make your photo look professional. Make sure you always take pictures during the day and turn on all the lights. Open the curtains to let the light in and, if possible, open windows and doors. Outside light still can help, even when the weather is bad. Most modern cameras and smartphones will focus on well-lit areas and darken the rest. So always photograph with the lights on and always with the curtains open.

2. ALWAYS CHOOSE THE RIGHT ANGLE

Always take your photos from a corner in each room, this way, you'll make the space appear wider and give it a better look. If you do this from multiple angles, the visitor can immediately see what each room looks like. If you photograph from a wall, the space will seem smaller than it is, which is a shame, so always take photos from a corner, which gives a better feeling of how big the space really is. Composition is very important in an image. Make sure that there is always more to see with each photo than just empty space, so that viewers keep looking at the photo. This can be done, for example, by taking a picture of the living room with a view of the terrace or pool. This way you create depth in the photo and show the visitor more than just the living room. Make sure you photograph every room in your house in this way, to encourage visitors to fall in love with your home.



3. CLEAN, CLEANER, CLEANEST

It seems so logical, but many hosts still forget this. Before taking pictures, it is important to clean your house well and make sure that everything is tidy. This way, potential guests will see that you're taking good care of your home and that you're doing everything possible to make the stay as comfortable as it can be. A tidy and clean house will be booked a little sooner than a house that looks dirty or messy.

Try to look through the lens like an interior designer, even if you may not be one yourself. Check out a few home magazines to get inspired. For example, arrange a beautiful bouquet or spread some magazines out on the table. A set table inside or outside also looks very attractive.

It is important that the photos you take correspond to reality. The property must of course be the same on arrival as in the pictures. You have to avoid disappointing your guests.

4. HIGHLIGHT UNIQUE FEATURES

Do you have a lovely garden with a swimming pool? A nice barbecue or a great kitchen? Is there a room full of toys especially for children, or a breathtaking view? Or does your house have other characteristics, details or oddities? Show this to your guests through attractive photos. Guests love small details, aspects that make your home a little more special. So make sure you photograph this as well as possible. Below are some examples.



5. TAKE PICTURES OUTSIDE TOO

The surroundings are just as important as the house itself. Show what guests can expect from the moment they arrive and walk through the property. This way, you can take the viewer on a tour of your home. So outdoor spaces should not be missing. What could be nicer for visitors, than seeing how wonderful your terrace looks or the well-set lunch table that they could pull right up to!

GOLDEN HOUR

It's best to take photos during the first and last hours of daylight. Photographers call this the Golden Hour. The light becomes softer and offers a wide variety of colours.

6. SURROUNDINGS

Don't forget to photograph the surroundings of your home too. Visitors want to know what there is to do in the area around the house and can start looking forward to it if you have captured it well with photos. So, take pictures of your favourite bakery or deli, the supermarket or that special restaurant you always return to. Visitors find this to be attractive and distinctive!

Tourist attractions are always good to photograph too. So share your personal favourites with your visitors. This could make the difference in helping you receive a booking sooner.



OH,

and don't forget to make sure that not only your home looks good, but that you as a host do too, because guests will always want to know who they're booking with. So choose a charming main photo. One that gives your visitors the feeling that you've put so much time and effort into it that they'd be crazy to book somewhere else.

And if you present yourself in an enthusiastic and inspiring way in your listing, complete with a photo of yourself, visitors will immediately know who they're dealing with when making a booking with you.

CONCLUSIE

The more photos a visitor can see in your listing, the more enthusiastic they will be about your home. Guests will notice if you've taken a lot of care and attention in creating your listing. This way, you'll stand out a little more among the other ads.

Below is a summary of key points:

Light: open curtains and turn on lights.

Angle: always take photos of a room from a corner, never from a wall.

Clean: make sure everything is 100% clean before you take pictures or have them taken.

Special features: include these in your photos and write a nice caption (what makes this special).

Outside: think not only of the interior, but also the outside and the surrounding area.

Try not to take more than 10 photos of one room or object. Keep it varied and don't forget to provide each photo with a nice caption of what can be seen in the photo; more than just the name of the room. As a result, the visitor will notice, for example, that your kitchen has a 5-hob gas stove or a really nice espresso machine. You can then give the visitor even more information about each photo, so that they are left without any questions and can book quickly and comfortably.



NEED MORE INFORMATION?

If you still have questions after reading this white paper or if you would like to receive more information, please send us an email with your questions to helpdesk@micazu.com. We will then provide you with an answer to all your questions. For now, we hope that we have given you more insight into the tips for the best photos. We hope to see you soon!

We're always happy to help.

Sincerely,

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