



Photographing your Holiday Property

Tracey Bloxham
Interior & Architectural Photographer



Professional HINTS & TIPS

Great property photographs don't just happen by happy accident; there's a lot of thought, styling and experience that goes into making the kind of imagery which shows your property at its very best.

My name is Tracey Bloxham and using my expertise as an award-winning property photographer I would like to help you create beautiful images. On the following pages I will share some of my techniques and tips so you can make the most of your next photo shoot which in turn will help generate more bookings.



Creating ATMOSPHERE

Any potential holidaymaker who makes an emotional connection with your holiday property is far more likely to make a booking and this means we have to create the right feel and atmosphere so that your viewers can see themselves in your property. I'm quite different to most photographers in that I spend a lot of time preparing and styling a room before any photos are taken. This usually involves removing distracting objects and repositioning furniture for the best look and composition.

I will always bring along a good selection of props and careful use of these along with use of other items around the house can really bring a room to life and help it look so inviting. An editorial approach can work well, creating images that tell a story about your property rather than just showing rooms.



INSIDE
STORY
PHOTOGRAPHY



Focus on
FEATURES



Every property will have something special about it; perhaps it's a superb fireplace or a fabulous staircase but sometimes it can be a feature that your guests might really enjoy such as a particularly cosy chair with a wonderful view or a garden swing that the kids will love. I'll make sure that this is photographed properly; again its all about creating images that sell your property.



The great **OUTDOORS**

An exterior photograph of the property is often used as the main shot on many listing sites so its important that its a good one. Timing and weather play a part but again the outside can be styled for maximum impact. For example, outside tables can be set for afternoon tea or evening drinks, giving your viewers an idea of how that space can be used to relax and entertain.





Capturing **THE VIEW**

If your property is lucky enough to have amazing views, then its essential we photograph these. In fact a great view can sometimes be the main reason someone books your property in the first place. This means we have to give this some priority when planning so that the weather or perhaps tide times are in our favour.

Actually photographing the room along with the window and the view can be technically very challenging, however, I have developed various techniques which yield outstanding results.

Adding a touch of **SPARKLE**

To see how all of the above comes together, take a look at these two photographs of the same room. The first one was taken just as the room appeared without any styling or lighting. The second shows what can be achieved with some effort and experience. Creating the right atmosphere also involves the correct use of lighting and I use a combination of natural and added light to make the most of any room.

The final step takes place after the shoot and includes the use of modern editing techniques which can help with everything from improving lighting and colour balance to removing creases from bed sheets. This can give the photographs a really polished 'magazine' look and feel. To see more of these 'Before and After' photographs, please visit my website.



Pre-shoot

CHECKLIST

By following this tip sheet and using the check list below you will be able to maximise the results of your photo shoot by making sure that your property looks its absolute best.

Preparations

A good starting point is to simply prepare and present your property as if guests were about to arrive. I will then bring out the best of your property by moving furniture to get the best composition and by using various items already present in your property complimented by using my own selection of props. I'll also move or remove items from shot that are unnecessary. We want to create the right atmosphere and by following these tips you can add to this.

Minimum requirements

- The property needs to be in a clean and tidy condition
- Electricity to the property should be turned on
- All light fittings including bed side lamps and cooker hoods to have working bulbs
- Beds to be made up
- Remove any unnecessary items

Kitchen and utility rooms

- De-clutter worktops
- Clean and dry sink and drainer

Reception rooms

- Cleaned, neat and tidy
- Straighten picture frames and mirrors
- Open fires and log burners should be emptied and clean. I will only need newspaper and matches
- If you have a log basket, make sure it's full as it looks better on the photographs

Bathrooms

- Mirrors and shower screens should be pristine and free from smears

Bedrooms

- Newly ironed linen should be used to make the beds look as crease- and wrinkle-free as possible
- Fluffy towels

Outside

- Tidy the garden – it's best to remove all hosepipes, ladders and garden tools etc
- Garden furniture clean
- Grass cut and paths swept
- No cars on the driveways
- Windows pristine
- Hot tub filled and cover ready to remove
- Washing lines removed
- Wheelie bins removed
- Colourful planters if possible

Props

- Fresh flowers

NB I will always bring a selection of props such as fruit, fresh bread, cakes and bottles of wine. However, fresh flowers don't travel well so if you can supply them that would be helpful. In reality most owners can't be there on the day so I am happy to buy fresh flowers on the morning of the shoot and can add the cost to your bill.

Other photographic **SERVICES**



Aerial Photography

I also offer an aerial photography service using a drone which can produce stunning images. This service is licensed by the Civil Aviation Authority and is excellent for showing off a property in its surroundings.

Twilight Photography

A twilight shoot can really make your property stand out. Taking the photograph just as the skies darken and the interior lights shine, creates an inviting and eye-catching image.

Videography

To compliment my photography, I now offer a property video service where I can create a short film of your holiday cottage complete with sound and titles, perfect for social media and your website.

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