



snapsn**ap**sn**ap**

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SNAPSNAPSNAP: A GUIDE TO CAPTURING **PROFESSIONAL-QUALITY** PROPERTY PHOTOS WITH YOUR PHONE

In the property world, first impressions are everything, and nothing creates a stronger impact than high-quality photos. Showcasing your properties with professional and attractive images is essential for driving sales and commanding higher prices. With potential buyers, renters, and guests browsing through endless options online, you need your properties to stand out and capture their attention instantly.

We understand that finding the time, skills, or budget for perfect property photos can be tough—that's why we created **SnapSnapSnap**. This app helps you capture professional-quality photos quickly and effortlessly, making it easier than ever to elevate your property marketing.

Whether you're a real estate agent, property manager, short-stay accommodation provider, or homeowner, this guide empowers you to take stunning property photos with your iPhone that truly impress! It starts with effective tips for preparing your property for a photo shoot, followed by a step-by-step guide to capturing professional-quality images on your phone with **SnapSnapSnap**.

Are you ready to elevate your property photos and attract more attention?
Keep reading to discover how!

PART 1: HOW TO PREPARE YOUR PROPERTY FOR PICTURE-PERFECT PHOTOS

Preparing your listings for the camera is essential for capturing attention and showcasing its full potential. These expert tips will help you stage the perfect shot and elevate your property's appeal.

DECLUTTER FOR AN INVITING SPACE

Creating a clean and welcoming environment is essential for effectively showcasing your properties. Start by clearing surfaces of nonessential items to emphasize functionality and minimize personal touches, such as family photos, to help buyers, renters or guests envision themselves in the space.

Ensure all areas are clutter-free to cultivate an inviting atmosphere and arrange furniture to enhance flow and make the space feel more expansive. A decluttered environment allows people to visualize their future living or stay in the property, boosting its appeal and increasing the likelihood of a successful sale.

OPEN DOORS AND WINDOWS

To create a sense of spaciousness, open all doors and windows. This allows natural light to fill the space, giving the home a bright, airy feel that enhances its appeal in photos.

STRATEGICALLY LOWER THE BLINDS

While curtains and blinds should generally be open to let in natural light, there are exceptions. If neighboring houses are visible, lower the blinds slightly to obscure the view and keep the focus on your property. This simple adjustment enhances privacy and makes your property feel more intimate and inviting.

TURN ALL LIGHTS ON

To ensure the best lighting, switch on every light in the house, even during the daytime. Good lighting makes spaces feel larger and more inviting.



OPEN DOORS TO CREATE A WELCOMING SPACE

STRAIGHTEN AND STAGE FURNITURE

Arrange furniture neatly, and lightly stage key areas. A few well-placed cushions or a throw can make rooms look cozy and inviting. Simple props, like a bowl of fruit or a vase of flowers, can add warmth and make your property feel more inviting.

TURN OFF CEILING FANS

Make sure ceiling fans are turned off to avoid distracting motion in your photos. Still rooms help keep attention on your property's key features.

REMOVE PET ACCESSORIES

Take the time to remove any pet beds, toys, and food bowls from the space. This not only creates a cleaner look but also ensures that your photos appeal to all, including those who may have allergies or preferences against pets. A neutral space allows everyone to envision their own experience in the home without the distraction of pet-related items.





DON'T LET A POOL CLEANER & POOR LIGHTING DULL A SHOT



OUR IMAGE ENHANCEMENT EDIT ELEVATES & STANDS OUT

If you can't remove the pool cleaner, our professional editing service can have it digitally removed for just US\$1.60 through our Image Enhancement edit.

TIDY THE POOL AREA

If your property has a pool, remove any pool cleaners, toys, or floats. A clean pool area looks polished and inviting.

ENSURE CURB APPEAL

Make sure the exterior of your property looks neat by trimming the lawn, removing clutter, and hiding trash bins. Move any vehicles from the driveway so the property is fully visible.

PREPPED FOR SUCCESS

By following these tips, your properties will be camera-ready and capture attention. A polished look helps your property stand out from the competition, making it easier to convert sales quickly and attract a higher price.

When your property looks its best, it will generate more interest and drive sales. By investing time in preparing your property, you can significantly increase your success.

Now, grab your iPhone and get ready to start using [SnapSnapSnap!](#)





WITHOUT OUR APP, OVEREXPOSED WINDOWS OBSCURE THE VIEW



WITH OUR APP, ENHANCED CLARITY REVEALS STUNNING VIEWS

PART 2: HOW TO SHOOT PROFESSIONAL-QUALITY PHOTOS WITH SNAPSNAPSNAPE

SnapSnapSnap makes it easy to capture stunning, professional-quality photos with just an iPhone. How? Specifically designed for property photography, **SnapSnapSnap** combines technology with a photographic technique called HDR bracketing. It automatically captures multiple exposure levels in each shot, ensuring you achieve well-lit, balanced photos with crisp lighting that beautifully showcases both the interior and exterior—all without the hassle of manual adjustments.

STEP 1: Setting Up SnapSnapSnap for Your Shoot

- 1. Download the SnapSnapSnap App:** If you haven't already, download the app from the App Store and sign in to your BoxBrownie.com account. New users can easily sign up within the app.
- 2. Top Up Your Account:** Save time during the shoot by adding credit to your BoxBrownie.com account beforehand.
- 3. Start a New Shoot:** Tap the red plus button, name your shoot (using the property's address), and click "Add New Shoot" to begin.

STEP 2: Shooting Professional Property Photos with SnapSnapSnap

With SnapSnapSnap, you can turn your iPhone into a powerful tool for capturing professional-quality photos. Follow these photography tips for best results:

- 1. Stabilize Your Phone:** Stability is key to capturing high-quality images. If you're shooting without a tripod, tuck your elbows into your torso for added steadiness. This will help reduce blurriness and ensure a clear shot. For sharper images you can use a tripod.
- 2. Shoot at Shoulder or Eye Level:** You can shoot at either shoulder level or eye level to create a natural perspective that feels inviting. These heights allow potential buyers to visualize themselves in the space more easily and help avoid distortion often seen when shooting from above or below. Aim to have the camera at about 4 to 5 feet to achieve this inviting perspective.
- 3. Hold Your Phone Horizontally:** Horizontal shots capture more of the room, providing a wider view that showcases the space better than vertical shots.
- 4. Take Multiple Shots:** Don't be afraid to take several shots from different angles to give you options when selecting and editing the final photos.

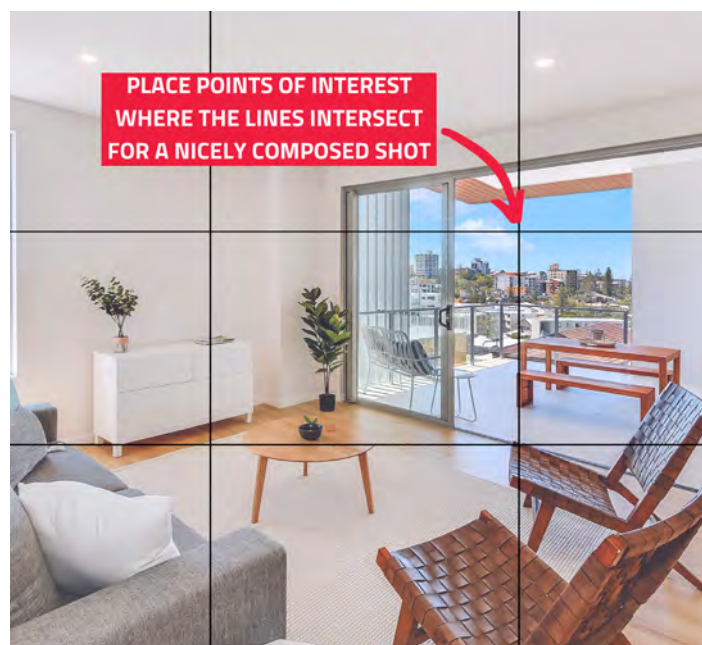


SNAPSNAPSNAPE MAKES PROPERTY PHOTO SHOTS QUICK & EASY

Pro Tip: If using handheld mode, ensure the app is set to **Balance Capture Mode**. This mode has a capture time of around 5 seconds, so it's important not to disturb the phone while it takes the photo.

- 5. Capture Key Areas:** As you move through the property, capture each room methodically to ensure you don't miss any important features. Be sure to photograph the main living areas, kitchen, bedrooms, bathrooms, and outdoor spaces. Aim to shoot each area from various angles to see what showcases the space best.
- 6. Stand in the Right Spot and Capture Wide Angles:** For the best views, stand in corners of rooms or doorways to capture the full depth and width of the space. This technique will help create a sense of flow and openness in your images. In smaller rooms, shooting from the entrance can make the space appear larger.
- 7. Mind Your Composition:** Keep your frame clean and clutter-free by removing distractions and focusing on the property's best features. Poorly composed photos can appear unbalanced and unpolished.
- 8. Shoot at the Right Time of Day:** Natural light is best for photography. Aim to shoot during the golden hour (early morning or late afternoon) for soft, flattering light. Overcast days are also ideal as they provide even, diffused lighting that reduces harsh shadows and highlights.

- 9. To Enhance Your Composition, use the Rule of Thirds:** imagine your shot divided into a grid of nine equal parts. Position key elements at the intersections of the grid lines to create a compelling and well-balanced image, as the eye is naturally drawn to these areas. **SnapSnapSnap** includes a grid feature to help you line up your shots effectively.



Pro Tip: The rule of thirds is key for a well-composed shot. Make sure you aim the camera so points of interest, such as a beautiful view or architectural feature, are placed where the grid lines intersect.

- 10. Maximize Your Exterior Shots:** For exterior photos, position yourself with the sun behind you to ensure even lighting. If you must shoot directly into the sun, use your hand to shield the lens and prevent glare. Don't worry about your hand being visible; we digitally remove it as part of our [Image Enhancement](#) and [Day to Dusk editing](#).
- 11. Highlight Unique Features:** If your listing has standout features, like a fireplace or beautiful views, make sure to focus on these details.
- 12. Skip Digital Zoom:** Avoid digital zoom, which can reduce the quality of your images. Instead, move closer to your subject.



USE YOUR HAND TO SHIELD THE LENS FROM SUNLIGHT



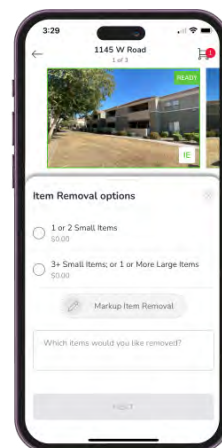
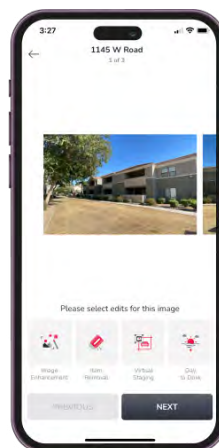
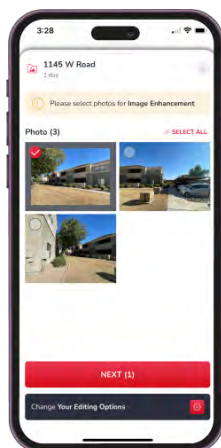
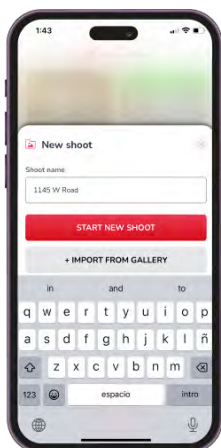
WE EDIT YOUR HAND OUT WITH A DAY TO DUSK EDIT

STEP 3: Submitting Your Photos for Editing

After capturing your photos, **SnapSnapSnap** makes it easy to submit them for professional editing directly through the app.

1. **Review Your Shots:** Once you've finished shooting, review your images in the app. Delete any unwanted shots to streamline the editing process.
- **Select Your Edits**
You can choose from:
2. **Image Enhancement (24-Hour Turnaround):** Polish all your shots with our 17-step process that includes enhancing brightness, color balance, and much more.

- **Day to Dusk (24-Hour Turnaround):** Transform daytime exterior shots into beautiful twilight photos that draw attention.
- **Item Removal & Virtual Clean (24-Hour Turnaround):** Unwanted objects, such as clutter, can be digitally removed from your photos for a polished, professional look.
- **Virtual Staging (48-Hour Turnaround):** Add photorealistic furniture and decor to empty rooms to help buyers envision the space.
- 3. **Complete Your Order:** After selecting your edits, finalize your order in the app. Within 24 to 48 hours, you'll receive professionally edited photos that are ready to showcase your property.





BEFORE: A GOOD SHOT DESERVES A GREAT FINISH!



AFTER: TRANSFORMED WITH SNAPSNA SNAP & IMAGE ENHANCEMENT

HOW TO USE OUR EDITS TO ELEVATE YOUR PROPERTY MARKETING STRATEGY

Here's how you can use our edits to make your property photos shine and attract more attention:

1. Always Enhance for Professional Quality

Ensure every photo undergoes our US\$1.60 [Image Enhancement](#) to give it a polished, professional look. This essential step improves brightness, color balance, and clarity, making your photos stand out and grab attention.

2. Create a Striking Hero Image with Day to Dusk

The [Day to Dusk](#) edit is perfect for transforming any daytime shot into a stunning twilight scene. This creates a captivating hero image for your marketing, featuring a warm, inviting dusk sky that immediately draws people in and enhances the property's overall appeal. A well-executed twilight image not only showcases the property beautifully but also evokes a sense of warmth and comfort, helping people to envision themselves there at that perfect time of day.



WITHOUT PROFESSIONAL EDITING, PHOTOS CAN FALL FLAT



SHOT WITH SNAPSNA SNAP, ENHANCED WITH OUR DAY TO DUSK EDIT

3. Remove Unwanted Items to Make Properties Shine

If you capture something that shouldn't be in the photo, our [Item Removal & Virtual Clean](#) service can seamlessly clean up the image. This ensures your property is showcased at its best and resonates with people, enhancing your chances of closing deals quickly.



BEFORE ITEM REMOVAL & VIRTUAL CLEAN



AFTER ITEM REMOVAL & VIRTUAL CLEAN

4. Furnish an Empty Room with Virtual Staging

Turn empty rooms into inviting spaces that captivate with our [Virtual Staging](#) service. This innovative solution allows you to furnish an empty property effortlessly, showcasing its potential with stylish furniture and decor. By transforming vacant areas into beautifully staged environments, you'll enhance your property photos and create a lasting impression that draws in more people. Make your properties shine in a competitive market with Virtual Staging!



BEFORE VIRTUAL STAGING



AFTER VIRTUAL STAGING

MAXIMIZE YOUR PROPERTY'S APPEAL WITH SNAPSNAPSNAP

By implementing these simple tips and leveraging the power of **SnapSnapSnap**, you can capture stunning, professional-grade photos of your properties that grab attention and drive sales. **SnapSnapSnap** ensures that your properties will always be showcased in the best light, enhancing their appeal to all.

READY TO ELEVATE YOUR MARKETING AND DRIVE SALES?

Get started with BoxBrownie.com today and take advantage of our exclusive new customer offer! [Sign up](#) for free and enjoy 4 complimentary edits- no credit card required. You'll be up and running in minutes, ready to transform your property photos!



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