



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

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SHORT STAY ACCOMMODATION: A GUIDE TO CAPTURING PROFESSIONAL-QUALITY PROPERTY PHOTOS WITH YOUR PHONE

In the competitive world of short stay accommodation, first impressions are everything, and nothing makes a stronger impact than high-quality photos. As a host, showcasing your space with professional and attractive images is essential for attracting more guests and securing higher booking rates. With guests browsing countless accommodation options online, you need your property to stand out and capture their attention instantly.

We understand that finding the time, skills, or budget for awesome property photos can be challenging—that's why we created **SnapSnapSnap**. Powered by BoxBrownie.com, this app helps you capture professional-quality photos quickly and effortlessly, making it easier than ever to elevate your listings. BoxBrownie.com is trusted with millions of property photos each year by over 200,000 customers in 120 countries—so we know what works and what doesn't.

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 photoshoot, followed by a step-by-step guide to capturing professional-quality images on your phone with **SnapSnapSnap**.

Ready to make your rental listings stand out and attract more guests?
Keep reading to discover how!

PART 1: HOW TO PREPARE YOUR SHORT-TERM RENTAL FOR PICTURE-PERFECT PHOTOS

Preparing your rental 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

Even if your rental is already tidy, spend a few extra minutes removing unnecessary items to create a clean, welcoming environment. Clear kitchen countertops, leaving only essential appliances to give guests a preview of what's available. A clutter-free environment helps potential guests visualize their stay.

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 rental 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.

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.



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 space feel more inviting.

REMOVE PET ACCESSORIES

While your rental might be pet-friendly, remove any pet beds, toys, and food bowls. This ensures that your photos appeal to all potential guests, not just those traveling with pets.





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



OUR IMAGE ENHANCEMENT EDIT ELEVATES & DRAWS GUESTS IN

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 short-term rental will be camera-ready and set to attract potential guests. With a standout, polished look, your listing can rise above the competition, making it easier to secure more bookings.

When your property looks its best, guests will be eager to book!

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 SNAPSNAPSNAAP

SnapSnapSnap makes it easy for property managers 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 Rental 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 Level:** Always shoot at shoulder level to create a natural perspective that feels inviting. This height allows potential guests to visualize themselves in the space more easily and helps avoid distortion often seen when shooting from above or below. Aim to have the camera at about the height of a person's shoulders, typically around 4 feet.
- 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.



SNAPSNAPSNAK 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.

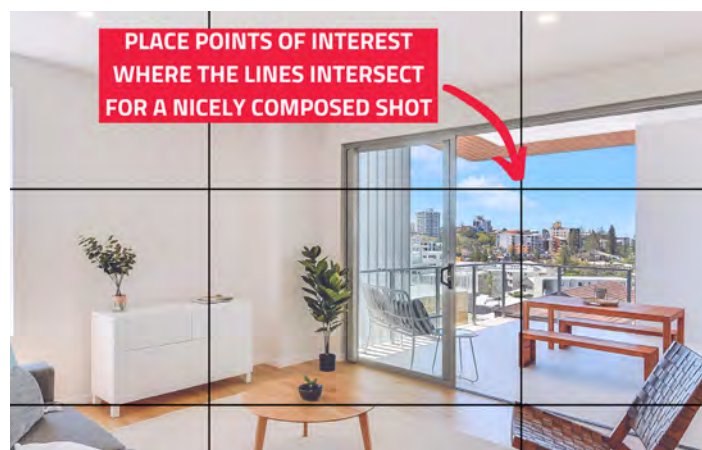
5. Capture Key Areas: As you move through the property, capture each room methodically to ensure you don't miss any important features. Be sure to photograph the main living areas, kitchen, bedrooms, bathrooms, and outdoor spaces. Aim to shoot each area from various angles to see what showcases the space 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 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 rental has standout features, like a fireplace or beautiful views, make sure to focus on these details with close-up shots.

12. Skip Digital Zoom: Avoid digital zoom, which can reduce the quality of your images. Instead, move closer to your subject.

13. Document Seasonal Changes: Capture photos of your rental in different seasons to showcase how it looks year-round, which can appeal to guests booking for different times of the year.



USE YOUR HAND TO SHIELD THE LENS FROM SUNLIGHT



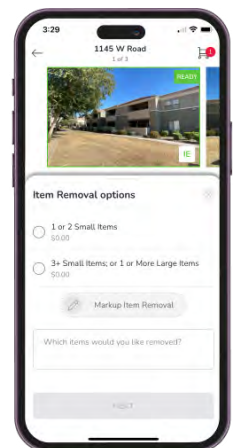
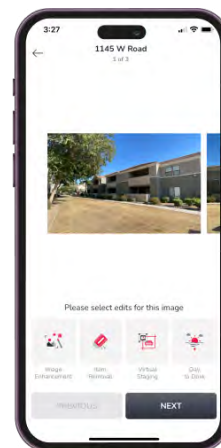
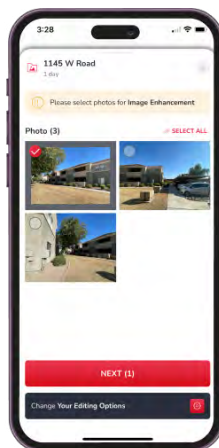
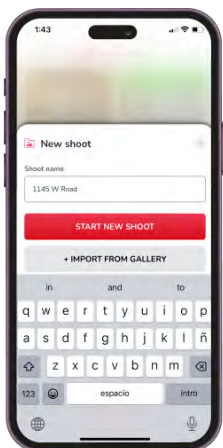
WE EDIT YOUR HAND OUT WITH A DAY TO DUSK EDIT

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.
2. **Select Your Edits**
You can choose from:
 - **Image Enhancement (24-Hour Turnaround):** Polish 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 rooms to help guests 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 rental property.





BEFORE: A GOOD SHOT DESERVES A GREAT FINISH!



AFTER: TRANSFORMED WITH SNAPSNA SNAP AND IMAGE ENHANCEMENT

HOW TO USE OUR EDITS TO ELEVATE YOUR PROPERTY MARKETING STRATEGY

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

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 in any listing.

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 can serve as the ultimate hero image for your listing, with a warm, inviting dusk sky that attracts potential guests as soon as they see the property.



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—like appliances or furniture that are no longer there—our [Item Removal & Virtual Clean](#) service can seamlessly clean up the image. This ensures your photos accurately reflect the rental, preventing any surprises for guests and keeping your listing professional and inviting.



BEFORE IMAGE ENHANCEMENT & ITEM REMOVAL & VIRTUAL CLEAN



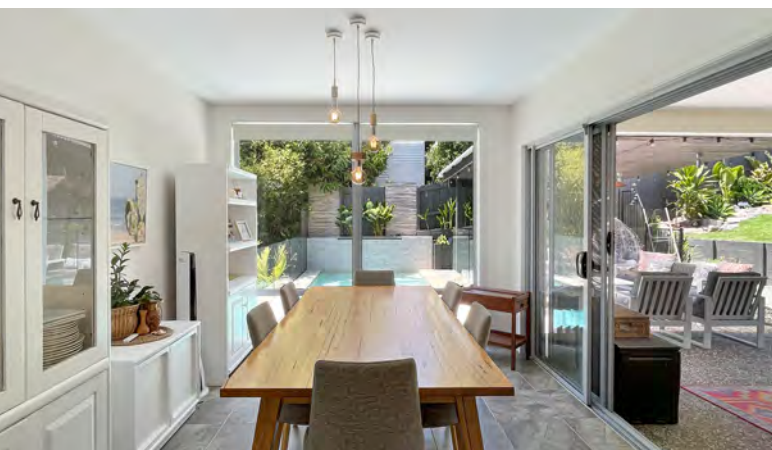
AFTER IMAGE ENHANCEMENT & ITEM REMOVAL & VIRTUAL CLEAN

4. Add Warm, Inviting Touches with Virtual Staging

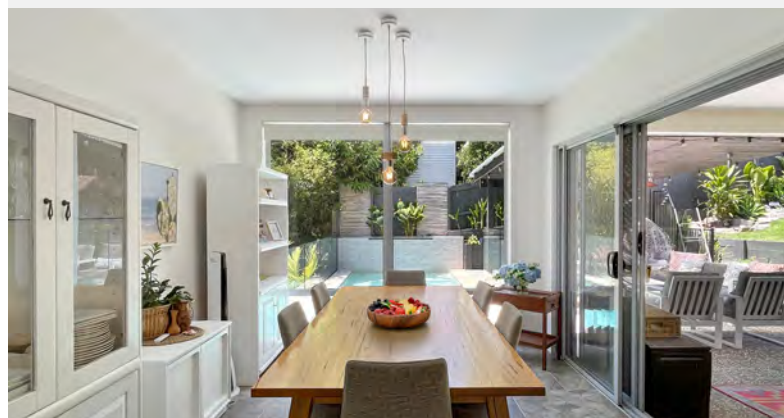
Pressed for time or missing a few key details in your photos? Use our [Virtual Staging](#) service to add those finishing touches, like a vase of flowers or a bowl of fruit, to make your space feel more inviting.

We have [eight popular interior styles](#) to choose from!

***Pro Tip:** Our Image Enhancement sharpens images, while our Item Removal & Virtual Clean keeps your photos up to date when items, like the second bookcase shown above, have been moved from your short-term rental. No need for a reshoot—simply send the image in for editing, and we'll ensure your photos reflect the current layout.*



FORGOTTEN SOME FINISHING TOUCHES?



A FRUIT BOWL & VASE HAVE BEEN ADDED USING VIRTUAL STAGING

MAXIMIZE YOUR LISTING'S APPEAL WITH SNAPSNAPSNAPE

By following these simple tips and using [SnapSnapSnap](#), you can create stunning, professional-grade photos of your short-term rental that will capture attention and help boost your bookings. SnapSnapSnap ensures your property is always presented in the best light.

READY TO ELEVATE YOUR LISTING AND SECURE MORE BOOKINGS FASTER?

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 rental photos!



SCAN TO SIGN UP & DOWNLOAD THE APP NOW

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