



PROPERTY

Shot List By Room

Since every property is different this guide will help take the guess work out of how many images to deliver for each standard room.





Hey There!!

I'm happy you downloaded this guide!
I'm Jacqueline Morgan,
Real Estate & Design Photographer, Educator,
Wife, Momma to 3, and lover of
Salt + Sand + Ocean Waves!

Having photographed thousands of properties, my goal is to take my experience and passion for creating a positive client experience and provide photographers with education and support to pursue their own life-changing business! I enjoy creating informational content that will supply you with the tools needed to craft your own positive, memorable, and efficient brand of photography.

Here's To Grand Future Projects!!

Jacqueline Morgan

www.whiskeylavender.com
design@whiskeylavender.com

Follow Along @WhiskeyLavenderDesign



Shot List By Room

Each property will be different, but I always tell the Realtor; “However many images showcase the property best is how many you will be receiving.” MLS changed their policy from allowing a max of 30 images per property to well over 100. With that in mind, I do not strive to meet a goal of 100. Most properties show perfectly well in 30-50 images. If it is a large house with over 5 bedrooms with more than 2 “bonus rooms” (sitting room, entertainment room, rec room, painting porch, attic, library, 2nd kitchen, in-law addition, etc.), plus over 50 acres with outbuildings, you’ll probably end up with closer to 75 images. But actually reaching 100 images for most of the homes you’ll photograph, means there were a lot of unnecessary shots.

Here is a general range of the number of images per room. This can vary depending on entry points or room “highlights”, but it gives an idea.

Exterior:

- Front 2-3
- Front Porch/Door: 1-2
- Rear 2-5 (5 if there is a spa/pool/garden/play area)
- Side maybe 1

Interior:

- Foyer: 2-3
- Sitting Room: 2
- Family/Living Room: 2-3
- Kitchen: 3-4
- Dining: 2-3
- Laundry: 1, maybe 2 if it’s large with a window view
- Study/Office: mostly 2
- Powder Room/Bathrooms: mostly 1, rarely 2 if it wasn’t fully captured in 1
- Master Bedroom: 2-3
- Master Bathroom: 1-2
- Bedrooms: mostly 2, sometimes 3 depending on layout
- Closets: maybe 1, Only clean, organized walk-ins
- Hallway: 1-2
- Staircase: 1
- Basement: 3-7 varies depending on layout and number of rooms

Using the guide above: a 3 bedroom house with 2.5 bathrooms, plain backyard, and an unfinished basement would yield 35 images minimum.