📸 Photographer Brief

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Property Information

Property Name:

_____

Property Address:

_____

Property Type:

☐ Entire Home ☐ Condo ☐ Beach House ☐ Cabin ☐ Luxury ☐ Other: _____

Bedrooms / Bathrooms:

_____

Key Features to Highlight:

_____

Shoot Details

Shoot Date:

_____

Shoot Time:

Recommended: 10am-2pm for interior natural light, or golden hour for exteriors

Contact Name & Phone:

Access Instructions:

Deliverables Required

âœ" Standard Package (25-40 photos):

- â˜'25-40 edited high-resolution photos
- â˜'Horizontal/landscape orientation (required for Airbnb)
- â˜'Resolution: Minimum 2048px on longest side
- â˜'File format: JPEG, sRGB color space
- â˜'Light editing: Color correction, exposure, straightening
- â˜'Delivery: Within 3-5 business days

âœ" Optional Add-ons:

- â˜'Twilight/dusk exterior shots (+$50-100)
- â˜'Drone/aerial photos (+$100-200)
- â˜'Virtual tour / 3D walkthrough (+$150-300)
- â˜'Video walkthrough (+$200-400)

Shot List Summary

Area	Shots Needed	Priority
Hero/Cover Shot	2-3 options	Critical
Living Room	3-5 shots	High
Kitchen	3-4 shots	High
Primary Bedroom	3-4 shots	High
Other Bedrooms	2-3 each	Medium
Bathrooms	2-3 each	Medium
Outdoor/Pool	4-6 shots	High (if applicable)
Views	2-3 shots	Medium
Details/Amenities	3-5 shots	Nice to have

Technical Requirements

💡 **Camera Settings Guidance:**

• **Lens:** Wide-angle (16-24mm) for interiors, avoid fisheye distortion

• **Aperture:** f/8-f/11 for sharp focus throughout

• **ISO:** As low as possible (100-400)

• **Tripod:** Required for all interior shots

• **Height:** Shoot at chest/waist height (not eye level)

• **Verticals:** Keep vertical lines straight (no tilted walls)

Editing Standards

• **Color:** Natural, warm tones - avoid over-saturation

• **Exposure:** Bright and airy, balanced window light

• **Straightening:** All vertical lines must be straight

• **Retouching:** Remove minor blemishes, cords, outlet covers OK

• **Sky replacement:** OK for overcast days, keep natural

• **HDR:** Subtle blending only - no "HDR look"

> ⚠️ **Do NOT:**
>
> • Use extreme wide-angle that distorts proportions
>
> • Over-edit to look unrealistic
>
> • Include people, pets, or personal items
>
> • Shoot in portrait/vertical orientation
>
> • Leave visible cords, trash cans, or toilet lids up

File Naming Convention

Please name files as follows for easy organization:

```
[PropertyName]-[Room]-[Number].jpg
```

Examples: BeachHouse-LivingRoom-01.jpg, BeachHouse-Kitchen-02.jpg

Budget & Payment

Agreed Rate:

$_____ (typical range: $150-400 for 25-40 photos)

Payment Terms:

☐ 50% deposit, 50% on delivery ☐ Full payment on delivery ☐ Other: _____