



RESIDENTIAL REAL ESTATE

WELCOME + OVERVIEW

Client Guide

My Approach to Capturing Your Listings

My Residential Real Estate photography service delivers an accurately captured gallery of consistent, evenly lit images for marketing a home. A good residential real estate gallery will help a prospective buyer have an accurate understanding of the property, immediately recognize its strongest features, and decide whether to take a closer look.

I work with agents and brokerages to present residential properties professionally, with thoughtful coverage and a practical process that respects the work surrounding a listing launch. Builders, residential property managers, and commercial listing agents are welcome to inquire as well.

Photography that supports your listing plan

You are coordinating the seller, preparation, access, marketing, and the date the listing goes live. Photography needs to fit that plan. I ask about your intended launch and the features you want buyers to notice so we can agree on useful coverage and a delivery schedule before the shoot.

**Your listing.
Your timeline.**

Quick turnaround matters. My workflow is organized to move efficiently from the property walkthrough to capture, editing, and final delivery, while maintaining consistent color and a natural appearance. If you have a firm deadline, tell me at the first inquiry so I can confirm what is achievable.

A professional part of your team

You bring knowledge of the property, the seller, and your market. I bring the lighting, composition, and editing needed to translate those priorities into photographs. My role is to make this part of your marketing easier to coordinate and give you images you can use with confidence.

What this guide covers

This guide introduces the service, my photographic approach, and what working together looks like. Your Pricing and Collections Guide explains the available coverage. The Preparation Guide helps get the property ready, and your Booking Agreement confirms the specific work, price, timing, and usage.

Who This Service Is For

Give buyers a useful first look

A strong collection shows more than isolated rooms. It gives buyers a sense of the home’s layout, how spaces connect, and what makes the property worth considering. Clear lighting and balanced framing help them see finishes and features without making the home appear materially different from what they will find in person.

Support the way you market the property

The main collection is planned around residential listing use. Tell me if you also need photographs for a brochure, website banner, or social media layout so I can consider those needs while framing the images. Any additional compositions or exports are confirmed in the booked scope.

AGENTS AND BROKERAGES	Coverage planned around the listing launch, seller readiness, priority features, and a consistent standard of presentation.
RESIDENTIAL BUILDERS	Completed homes, model homes, finishes, and craftsmanship. Portfolio and advertising use are discussed alongside the planned coverage.
PROPERTY MANAGERS	Rental availability, room layout, property features, and agreed amenities, with coordinated access for occupied homes.

A familiar working relationship

I would like to become someone you can call on for future properties. As we work together, I can learn your preferred coverage, communication style, and marketing needs. Each new property still receives its own plan, but that familiarity can make coordination more straightforward. For returning clients, future bookings can be done easily directly on my **Real Estate** page under the **Past Work+** tab.

My Interior Workflow

Begin with the property itself

Before shooting, I take a brief walkthrough, make notes, and identify the layout, light source, and selling features.

I'll identify the features that may be worth what I call a "detail shot," a close-up shot with a shallow depth of field. A kitchen sink beneath a window overlooking the backyard, for example, may deserve a detail photograph as well as a wider image that shows where it sits in the kitchen. If you do not request a detail shot, I will use my discretion based on your questionnaire responses.

Shot List

Homes were not made to be photographed. Furthermore, no home is identical (D.R. Horton would like a word). Because of that, I maintain a catalogue of dozens of shot types for different room layouts. It helps me choose purposeful compositions that capture the room accurately while presenting it from the best angle.

Professional equipment with a clear purpose

I use professional-grade cameras, wide-angle lenses (and a 50mm for detail shots), flash lighting, and stable, air-cushioned tripods. That equipment gives me control over exposure, perspective, and mixed color temperature challenges so the photographs can show the home clearly. I choose the setup for the room and the image we need.

My Shooting Workflow

I use professional-grade cameras, wide-angle lenses (and a 50mm for detail shots), flash lighting, and stable, air-cushioned tripods. That equipment gives me control over exposure, perspective, and mixed color temperature challenges so the photographs can show the home clearly. I choose the setup for the room and the image we need.

During the shoot, I want to be in-and-out, as I'm sure homeowners and their agents want as well. I spend only minutes in each room, and that's honestly enough to get a good image. I typically shoot bedrooms first, as these require only a single angle. I then move on to the rest of the house. Paired with the notes I took while walking the home, this step moves steadily as I knock each room and each selling feature.

My Shooting Techniques

FLASH + AMBIENT

For interior photography, I do flash + ambient blending, known as the flambient technique: combining photographs made with flash and the room's existing ambient light. Flash helps control unwanted color casts and illuminate surfaces clearly and evenly, while the ambient exposure retains the character of the natural lighting. I blend these captures during editing to produce balanced, accurate-looking interiors with a consistent white balance across the collection.

WINDOW PULL

On a bright, sunny day, the view through a window or a glass sliding door can tend to be overexposed, especially in direct sunlight. When this occurs, I easily capture a separate exposure for the window's exterior and blend it into the finished image. This technique is called a window pull, and it preserves outdoor detail that might otherwise appear overexposed if not separately. The properly exposed result shows the actual view as if you were looking outside from the room itself.

This is the workflow I have chosen for my service. Careful capture and an organized editing process support efficient delivery, with particular attention to natural color, visible detail, and even lighting.

My Editing Philosophy

ACCURACY
FIRST

My retouching is limited to presentation-level refinements, such as exposure, white balance, lens correction, and geometric corrections. I do not use editing to conceal material defects, change room dimensions, invent views, or add permanent features that are not present.

Accuracy is a standard I apply throughout capture and editing. Requests for digital alterations are considered against the applicable MLS rules before any work is agreed. To ensure the home is looking its best for the shoot, preparing the home beforehand remains the best way to improve its presentation.

How I Plan the Coverage

The image count should be sufficient to explain the property without filling the collection with near duplicates. Larger spaces and distinctive features may benefit from several angles; a simpler room may be represented well in one. These are coverage priorities, not fixed numbers of photographs per room.

FRONT AND ENTRY	Show the home's overall appearance, approach, porch, and entrance. Complementary angles can explain depth and distinctive architecture.
KITCHEN	Show the working layout, island, cabinetry, appliances, and connection to adjoining rooms. Multiple angles cover features one view cannot.
LIVING AND DINING	Explain room proportions, focal features, and how the spaces connect. Open layouts often benefit from a connecting view as well as individual room views.
STAIRS AND FOYER	Show important transitions between rooms or levels when they explain the layout or feature notable architectural work.
PRIMARY SUITE	Represent the principal bedroom and bathroom, with additional coverage for meaningful features such as a separate tub, shower, built-ins, or view.
SUPPORTING SPACES	Cover other bedrooms, flex rooms, offices, and agreed outdoor spaces or amenities according to their relevance to the listing.
DETAIL IMAGES	Give distinctive finishes and selling features individual attention. A sink beneath a garden-view window can support the wider kitchen coverage.

My Exterior Workflow

As is the standard for MLS listings, I include photographs of the property's exterior for the gallery. I give the front elevation, entrance, and outdoor spaces the same attention as the interior, choosing views that explain the property and highlight the features that matter to your listing.

A walk around the property

Before I begin shooting, I look at the approach, landscaping, outdoor living areas, and the relationship between the home and its grounds. I note useful angles, distractions, and features you have asked me to emphasize.

It is best for vehicles, bins, hoses, and other movable items to be arranged elsewhere **before** the session's scheduled start time.

Working with natural light

Outside, the direction of sunlight and the depth of the shadows influence which views work best. I consider how the light falls across the building and choose positions and exposures that preserve detail in the exterior. If a particular elevation or view is important, tell me early so we can discuss suitable timing alongside your listing deadline.

PURPOSEFUL ANGLES

A strong front view establishes the property. Complementary angles show its depth, entrance, and architectural features. Rear and wider views help explain the yard and outdoor spaces when they add useful information.

Outdoor features deserve their own coverage

A covered porch, deck, pool, detached building, or landscaped garden may need its own photograph rather than appearing only in the background. I use wider compositions to show how these spaces connect and closer views when a finish or feature deserves individual attention. Your priorities and booked image count guide the coverage.

Exterior Shot List

I also keep a shot list for when capturing the exterior. Paired with viewing the property in front of me, I select the best shot types for any kind of situation or exterior layout.

Aerial Shots

For clarity, an aerial shot is an overhead shot of the home taken at an angle typically 25ft. – 30ft. in the air. I accomplish this shot using either an extended tripod or a drone, compositing each image per my aerials shot list. Aerial shots of the home are an add-on expense for Tier 1 packages and included with the final gallery for Tier 2 and above.

A consistent and accurate finish

I refine exposure, color, and perspective to give the exterior images a consistent appearance alongside the interior set. Surface-level retouching follows the same accuracy standard: I do not conceal material defects or change permanent features. Aerial and twilight photography are separate coverage options that we can discuss before booking.

Additional Coverage

Additional coverage can help explain a property's setting or give particular features another presentation. We choose it for the property and your marketing plan, then confirm the scope and cost before booking. Some things I've already mentioned, but I include again to reiterate other important details.

AERIAL PHOTOGRAPHY

Aerial images can show the home in relation to its yard, outdoor spaces, and surroundings. They can be especially useful where the property's setting is difficult to explain from ground level. Availability depends on the location, weather, safe operating conditions, and any required permissions. Aerial photographs are not a boundary survey.

TWILIGHT PHOTOGRAPHY

A scheduled twilight session can highlight exterior architecture, windows, and outdoor lighting around sunset. It requires a separate timing plan and a property that is ready for the short shooting window. Coverage and any weather arrangements are confirmed when booking.

COMMERCIAL REAL ESTATE PHOTOGRAPHY

I also offer Commercial Real Estate photography. Commercial premises, mixed-use spaces, and assignments with broader advertising needs are planned separately so the coverage, access, timing, and usage fit the project.

Plan extra coverage at the first inquiry

Aerial coverage depends on location, weather, safe flight conditions, and required permissions. Twilight photography needs a separate appointment around sunset. Commercial assignments receive their own scope, including access arrangements and intended usage.

Matching the coverage to the property

An aerial view may help explain a large yard or the relationship between buildings. A twilight image may give an illuminated exterior a stronger presentation. Tell me what you want the additional images to communicate so I can recommend an appropriate approach.

Getting Started

Tell me about the property and the date you want to bring it to market. I can recommend suitable coverage, discuss your priorities, and confirm availability before you book.

01 PROPERTY

Send the address, approximate square footage, property type, and the features you most want represented.

02 TIMING

Include your preferred shoot date, the listing launch date, and the date you need the finished images. Flag firm deadlines at the outset.

03 COVERAGE

Mention aerial or twilight photography, extra spaces, and any marketing layouts or usage requirements. I will help turn those priorities into a practical scope.

Your next step

Inquire through the Contact page at donalddbarnes.com. A consultation is an opportunity to discuss the property and decide on appropriate coverage before committing to a booking.

For your next listing and those that follow

I look forward to learning how you work and becoming a familiar part of your listing process. My goal is to give you photography you can rely on, with clear coordination and thoughtful attention to each property.

FAQs

Q

How quickly will I receive the photographs?

Prompt delivery is a priority. Your delivery deadline is confirmed before booking based on the scope and schedule. Share your listing launch date early so I can confirm whether the timing works.

Q

Can I request expedited delivery?

Yes, you can ask. Availability and any additional charge are confirmed before the request is accepted. Please raise the deadline at the first inquiry.

Q

Do I need to attend the appointment?

We can agree on an access arrangement that works for the property. You do not need to remain in photographed rooms, but a designated contact should be available for access questions or decisions.

Q

Can you photograph an occupied home?

Yes, with coordinated access and preparation. Let me know about occupants, tenant arrangements, pets, and restricted areas. Secure permission and ensure everyone understands the appointment before I arrive.

Q

What if the property is not ready?

Tell me as soon as possible. Depending on the condition and schedule, we may need to adjust the coverage or reschedule. Any consequences are handled under the Booking Agreement. Cleaning and major staging should be complete before the appointment.

Q

What happens if the weather changes?

We discuss the effect on the planned images. Interior coverage, exterior photography, aerial work, and twilight sessions have different weather needs. Any revised timing is agreed with you rather than assumed.

Images and Usage FAQs

Q

How do we choose the right collection?

We consider both property size and the coverage needed to represent it well. Layout, amenities, outdoor spaces, and key features may justify a larger collection than square footage alone suggests.

Q

Will important rooms receive several angles?

When useful, yes. Kitchens and main living spaces often benefit from complementary views. I choose angles that add information and show connections, rather than repeating nearly identical photographs.

Q

Can I request specific images?

Yes. Share your must-have rooms, upgrades, details, and marketing needs before the appointment. We agree on priorities within the booked scope and image count.

Q

Do I select the final images?

I select the strongest images to meet the agreed coverage and finished image count. Tell me before booking if your project requires a different selection arrangement.

Q

Can I add more images or request another crop?

Ask before the shoot where possible. Additional photographs or exports can be discussed, with availability, scope, and any additional cost confirmed before work proceeds.

Q

Can you remove defects or change the property in editing?

I do not conceal material defects, invent views, change dimensions, or add nonexistent permanent features. My standard editing refines lighting, color, and perspective while preserving an accurate representation.

Q

Can my brokerage or marketing team use the files?

Your Booking Agreement confirms permitted use and distribution. Tell me about MLS submission, listing portals, print, websites, and social media so the intended use is clear. Another business's independent promotion may require separate permission.