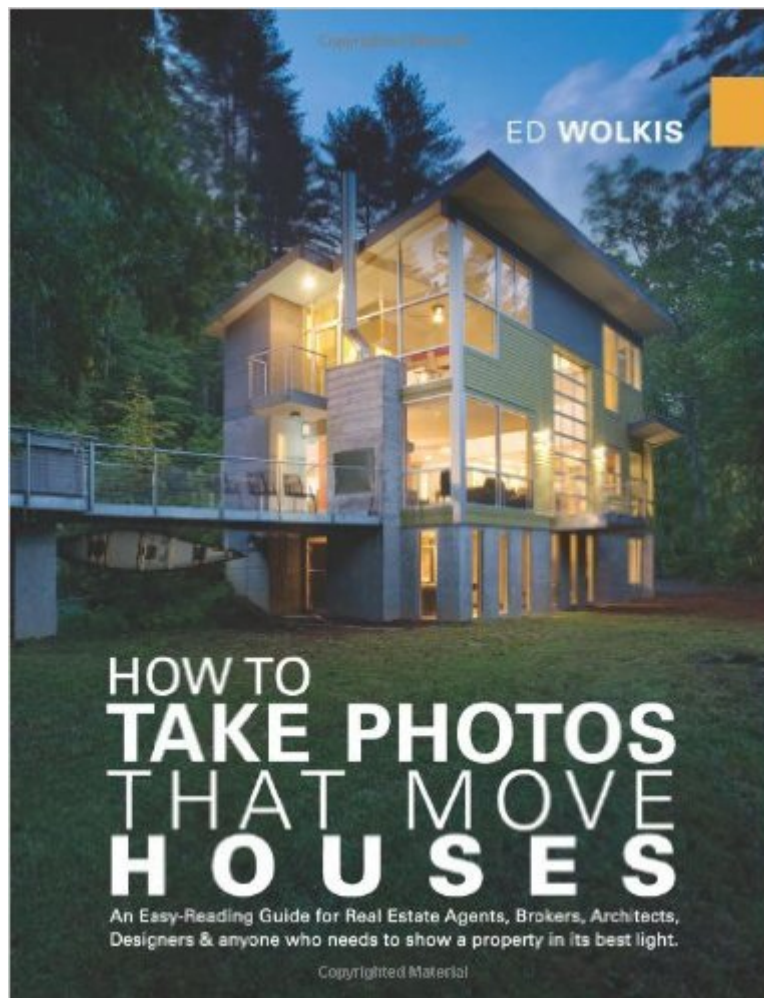


The book was found

# How To Take Photos That Move Houses, An Easy-Reading Guide For Real Estate Agents, Brokers, Architects, Designers, & Anyone Who Needs To Show A Property In Its Best Light.





## Synopsis

This beautifully illustrated, full color book, will show you before and after photos, simple to advanced tips and techniques designed to help you take better photos. A picture is worth a thousand words...good photography can help to increase your sales by thousands of dollars. Author Ed Wolkis, award winning Atlanta based photographer, shares his knowledge and expertise in this fun, classy, easy to read guide. If you are a Real Estate Broker, Agent, Manager, Architect, Interior Designer, Home Seller, or anyone who needs to be able to show a property in its best light, this book is for you. You'll learn step by step how to produce photos that will stop potential clients in their tracks; what photography equipment you'll need, and how to use your digital (or film) camera. Dramatic before and after photos demonstrate the difference between great photos and ones that go unnoticed.

## Book Information

Perfect Paperback: 151 pages

Publisher: Ed Wolkis Photography (February 10, 2009)

Language: English

ISBN-10: 0615260543

ISBN-13: 978-0615260549

Product Dimensions: 8.5 x 0.5 x 11 inches

Shipping Weight: 1.6 pounds

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (26 customer reviews)

Best Sellers Rank: #195,501 in Books (See Top 100 in Books) #25 in [Books > Arts & Photography > Photography & Video > Architectural > Houses & Hotels](#) #36 in [Books > Arts & Photography > Photography & Video > Business & Careers](#) #275 in [Books > Textbooks > Humanities > Visual Arts > Photography](#)

## Customer Reviews

As an interior designer, I shell out the big bucks for a professional photographer for really special projects that I know I'll want to use in my marketing, but hiring a pro is too expensive to be cost effective for every single project. But the photos I've taken myself of all the other projects I've done are nowhere near as professional looking. I have done some gorgeous window treatments that I wasn't even able to put in my portfolio because my pictures came out so badly. I've tried researching this type of photography without much luck before now. Other books have given me a lot of good ideas for styling and composition, but they are geared toward professional interior

photographers and they get so technical and talk about SO much specialized equipment that it's hard to figure out what the real essentials are for someone like me. This book, on the other hand, is 100% applicable to what I need to do. It gives great guidance about a minimal amount of equipment needed to vastly improve my interior photos (a collapsible tripod in one hand, and everything else I need fits in the camera bag), as well as information about neat corrections and enhancements that can easily be done in Photo Shop, with every term explained. This is an absolute godsend!

If you know some of the basics of digital photography, then this book is largely a waste of time and money. If you don't know the basics of digital photography you would be much better served by a book that is devoted to general photography rather than this book which is supposedly directed at the real estate market. The book is entitled "How to Take Photos That Move Houses" with a subtitle of "An Easy-reading guide for Real Estate Agents, brokers, and anyone who needs to show a property in its best light". Based on this and the number of 5-star reviews on this site, I bought it. This is by far the most disappointing purchase I've ever made on a book, and more specifically on a photography book. And I buy a lot of books, new and used. It certainly came nowhere near the type and/or quality of content that I would expect, especially given the \$40 price tag. I expected to get more insight into how to light and compose images that would be a cut above the standard MLS "snap shot" with detailed diagrams of camera and flash placement. I would expect to get some benefit of the author's experience in shooting different home layouts, and how to deal with scenarios that are specific to real estate photography. There's too much information on ISO, megapixels and depth of field that I can find in hundreds, if not thousands of other books, and even then it is not well directed specifically to real estate images. Also, the photoshop tricks, several of which probably could have been avoided if lighting for the original image was done properly. I'm sorry, this book was a HUGE disappointment for me. Bill

Not only is this book very well written, it is actually a fun read! Wolkis makes it enjoyable to learn the technical aspects of taking and making better pictures. He is thorough and professional but conveys the information in a manner that is easy to understand and very easy to follow. The illustrations he includes in this book help you to see how his recommendations make the improvements, changing your ordinary dull, flat pictures into exceptional photography. I would recommend this book to every real estate professional who wants to take any of their own photographs. The recommendations for equipment are minimal and you don't feel at all as if Wolkis is pushing you to spend a fortune on lenses, flashes or professional equipment. He does point out the conditions when a professional

may be needed and even gives tips on how to deal with them once they are hired. Buy this book! You will be very happy you did, and it will benefit your business for many years to come.

This is absolutely the BEST book on the market for real estate professionals who want to get people into the doors of the houses they're selling. With very little experience in real estate photography, I was hired by an agent to take pictures of a residential listing. I studied over this book for a few days, and I know that it made a dramatic impact on the success of my photo shoot. The house sold within 48 hours of being on the market, and the couple who bought it admitted that they decided to tour that house based solely on the superiority of pictures listed on the internet. The techniques I learned from this book made all of this possible. The author explains both the basics of equipment and lighting, and then goes on to cover the more complicated themes like photo editing. The best part about this book is that it is written in such a way that a beginner won't get lost and a seasoned photographer won't get bored. This book is indispensable to agents and real estate photographers who need to sell homes.

It's a lovely book, nicely printed on heavy, glossy stock. The photographs are very nice. The book is basically aimed at the absolute beginner photographer, such as real estate agents, brokers etc. Those of you who are already seasoned photographers and are just looking for a book to give you some fresh ideas will find that the majority of this book will not apply to you.

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