

# *Philip A Loseby* Photography

9350 Parkview Court ∞ Juneau, Alaska 99801 ∞ (907) 209-4289  
[www.phloseby.com](http://www.phloseby.com) ∞ [PHLoseby@gmail.com](mailto:PHLoseby@gmail.com)

## **WHY PROFESSIONAL PHOTOGRAPHY OF A HOME**

With over 90% of buyers beginning their home searches online, effective images are more important than ever. We live in a visual world, and the images you present are the keys to your success. You have only seconds to make a good impression of your listings on the web, if not, they move to another house that looks more attractive. Recreating what the human eye sees—that is my ultimate goal when photographing a home.

As Real Estate Agents, you know it's not about listing a property—it's about selling it. Your listing needs to stand out in the crowd, and attract potential buyers. In today's competitive market, your edge is professional photography. By representing the property through professional photographs, you are also presenting yourself as a true professional in your field - someone who knows the importance of first impressions.

As Sellers, you need to get the attention of the right buyer - the one will write the next chapter in the home's history. Effective photography is one of the most important and cost effective tools an agent can use. Blurry, dark, or uninspiring photos can often lead that potential buyer to simply click past the home, diminishing the chances of getting that second look.

Regardless of the value of the home, I will create images that capture a buyer's attention.

# *Philip H Loseby* Photography

9350 Parkview Court ∞ Juneau, Alaska 99801 ∞ (907) 209-4289  
[www.phloseby.com](http://www.phloseby.com) ∞ [PHLoseby@gmail.com](mailto:PHLoseby@gmail.com)

## **SERVICES AND PRICING**

I am committed to providing residential and commercial real estate photography to fulfill your sales and advertising needs. All residential images are professionally edited and are provided within 24 hours of photographing to you using a password protected, online gallery offering royalty-free, commercial use, unlimited electronic digital downloads in two sizes optimized for print and online use.

### **Photographs**

- 1 - 1000 sq ft                      \$125
- 1001 – 2000 sq ft                \$140
- 2001 – 3000 sq ft                \$155
- 3001 sq ft & above                \$170

### **Twilight Home Photograph    \$100**

This could be either sunset or sunrise depending on the direction the house/structure is facing and also the desired effect. This photo is at additional cost because of the extra trip and time required. Generally, this image will take 30 to 90 minutes to capture and will require more extensive processing in order to achieve the desired results. The twilight photo must be scheduled in advance and depends on cooperative weather. Images in two sizes optimized for print and online use will be delivered.

# *Philip H Loseby* Photography

9350 Parkview Court ∞ Juneau, Alaska 99801 ∞ (907) 209-4289  
[www.phloseby.com](http://www.phloseby.com) ∞ [PHLoseby@gmail.com](mailto:PHLoseby@gmail.com)

## **PREPARING FOR THE SHOOT**

Photographs are a central component of marketing a property. The primary function that photos perform is to get prospective buyers to come look at the property.

In today's market, virtually all home buyers start their home search online and a little thumbnail of the front of the property becomes the first reason buyers choose to look at more photos of the listing. Great interior photos, in turn, become the reason a buyer chooses to physically come look at your listing instead of others.

### **Interior**

- Remove clutter from bookshelves, fireplace mantles, coffee tables, bedrooms, kids' rooms, kitchen, and anywhere else photographs will be taken.
- Remove personal or family photographs.
- Open all window coverings to make rooms appear brighter and larger.
- Turn on all lights and replace all burned out light bulbs.
- Conceal garbage and recycle containers.
- Clear kitchen counter tops and remove all pictures and magnets from refrigerator.
- Keep floor coverings such as throw rugs to a minimum.
- Remove table coverings.
- Remove all signs of pets including food/water bowls, pet beds, chew toys, crates, etc.
- Clear bathroom counter tops, lower toilet lids, and put out nicest towels.
- Empty shower or tub of soaps, shampoos, shaving items, caddies, etc.

- Clean all windows and mirrors.
- Hide valuables and medications.

## Exterior

- Conceal all trash, yard waste and recycle bins.
- Move vehicles out of driveways and away from the front of the property.
- Make sure hedges, shrubs, lawn etc. are neatly trimmed and leaves are raked.
- Conceal gardening tools, mowers etc.
- Remove or coil hoses.
- Remove kids' toys and/or pet toys.
- Open patio umbrellas and set out cushions.
- Outdoor photos are best taken early to mid-morning and then again in the late afternoon to early evening. The harsh, mid-day light is usually not very flattering.
- Clean up all pet feces

## Staging:

- Arrange place settings on the dining room and kitchen tables. Unless the wood is in very good condition, use a tablecloth.
- Arrange colorful books and magazines on coffee table.
- Candles, flowers, fruit, and coffee table art books add character.
- Be sure beds are made and clothes are put away. Extra pillows and a nice spread on the bed make very attractive pictures.
- Be sure all light fixtures are working. Replace burnt out bulbs and turn on all lights. Indoor lighting and natural window light usually results in the best indoor photographs.
- If your home has special features, be sure to point them out to the me. It may be a special feature that sells your home.