



REAL ESTATE PHOTOGRAPHY BY NUVISION IMAGES

High quality, accurate images are a necessity (and an expectation) for both commercial and residential real estate markets. The majority of client searches begin with printed or online pictures and that initial impression is crucial in generating a serious follow up and deal. Attractive images of business premises are also important for newsletters and other shareholder and employee communications.

Homeowners similarly need impressive images to keep as family heirlooms or share with distant family and friends. It's important to record a new home (both inside and out) or the exciting result of remodeling or landscaping, before ongoing change clouds the memory.

As a realtor or property owner, you probably take many photos with your smartphone, and it's amazing what can be achieved with today's models. However, there are several ways in which a professional photograph can convey a much more appealing and accurate impression for those most important projects.

WIDER ANGLES

Somehow, you can never quite convey in a snapshot the impression you get by walking into a spacious living room or bedroom. Well, I can!



Here's a picture of a sitting room, taken with a typical smartphone.

Now, here's the same room taken from exactly the same spot, using a professional camera and ultrawide lens, with some digital wizardry to follow. What a different impression it gives!



BALANCED LIGHTING

A common challenge is to light a large room evenly, avoiding ‘black holes’, while coping with bright light streaming in from outside. Unfortunately, a typical point-and-shoot camera, with its automatic exposure and small on-camera flash, just can’t cut it.

Look at this example on the right. In addition to the wide angle lens to include the whole room, it required accurate, manually controlled exposure to capture the windows and the outside view, and carefully placed and balanced studio strobes with softboxes to illuminate the interior evenly and still show the normal room lighting.



On the left is another example of a tricky lighting situation. For me, these are ‘bread-and-butter’ shots, which I can recreate reliably. Imagine, though, the result you would get from your point-and-shoot in either of these situations. (I suspect you already know, from past experience!)

TRUE COLORS

If you leave it to an automatic camera and uncontrolled processing to decide how your colors should look, it’s pure luck if they come out anywhere close to accurate. I manage the colors in my images from start to finish, shooting with custom white balance and using carefully calibrated monitors and printers to reproduce the original scene faithfully.

Here are two examples where color rendering was critical – in one case for the decorating scheme and furnishings, and in the other to show off the beautiful wood finishes.



CORRECT PERSPECTIVE

When you're in a tight spot and you have to tilt your camera up to get all the building in, it ends up looking as if it's falling over, right? If you have a 'wide angle' setting, probably straight lines near the edges of the photo reproduce as curves ('barrel distortion'). It doesn't have to if you use NuVision Images. With a careful choice of the right lens and digital perspective control, I make sure that all my verticals are – well, vertical, and straight lines straight.



ABOUT NUVISION IMAGES

If you've read this far, the chances are you're at least partially convinced of the value of professional images for your business. If you haven't used a professional photographer before, it's probably for one or more of the reasons I hear most:

- you don't know where to find a photographer you can trust
- you're afraid that the cost will put a large dent in your commission
- you need the pictures tomorrow – not next week

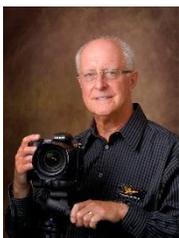
You'll only learn to trust a photographer after working with him or her for a while, but I can at least show you some more examples of NuVision Images work and encourage you to talk to existing clients.

I don't maintain a permanent studio. Almost all my shooting is on location, either at the client's home or business, or at properties chosen or specified by the client, and I don't need the overhead of expensive equipment kept for specialized applications which rarely occur. This cost saving is reflected in prices within the budget of the homeowner or small business. Also, with NuVision Images you pay for what you need: I don't have standard packages, and every job starts with a thorough understanding of the client's vision of the end product.

I don't have a large number of customers. I prefer to build long-term relationships and really get to know my clients and their businesses. My shooting schedule is flexible and I can usually arrange an assignment within a day or two. Finished images are typically ready for use within a day or two (sometimes within hours if really necessary).

So the next time you have that special property to display, either in print or online, contact NuVision Images to discuss your vision and get a free quotation; you'll be pleased with both the result and the price.

In the meantime, I'd be delighted to sit down with you to show you more of my work and discuss how I might help to bring extra value to your home or business. Just give me a call at 586-2240. I hope to hear from you soon.



Richard Ashworth
Owner, NuVision Images

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