

Photoshopping: Supporting Your Marketing Plan

Nearly every photograph needs some level of editing, or “post-processing”. Some need more than simple post-processing. Once, it was called retouching. Now, we called it “Photoshopping” and it can be quite extensive and complex. Here are two examples taken from recent shoots that illustrate how post-processing can support your marketing plan.

The first example comes from a shoot we did a week or so after a major snow storm. In the photo at the right you can see the snow in the front yard and its reflection in the storm door. The Realtor’s plan called for enough days-on-market to take the listing into the early spring months when snow would be unusual. Also, the appearance of snow might hint at an aged listing.



With these thoughts in mind, we removed the snow and its reflection. The second photo shows the result: no snow and a more useful photograph!

Sometimes a photograph includes items that detract from the message, are unsightly, or should be removed for some other reason. Where removing these at the time of the shoot is impossible, difficult, or just plain bothersome, Photoshopping can come to the rescue.



Consider the second pair of photos. This is the back view of a recent listing. Notice the picnic table and swing near the screened porch? They really don’t belong in the shot. The photograph on the left shows them and in the one on the right they are gone!



www.Hearthstone.Photo



Photoshopping is usually fast and simple. We do it when the Realtor requests it after reviewing the proofs. We don't do anything that would be willfully misleading or present the listing as something different than it really is. But if it helps sell the listing, we do it quickly and at no extra charge.

Hearthstone Photography ♦ 13110-F Tall Shadows Lane ♦ Fairfax, Virginia 22033 ♦ USA
571-529-6485 office ♦ 910-520-3850 cell ♦ email Ron@Hearthstone.photo

© Copyright 2016 R.L.Capone. All rights reserved.

A Division of Ronald L Capone & Associates, LLC