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5 Reasons To Hire an Architectural Photographer: From Directing the Eye to Presenting a Simple, Stress-Free Lifestyle to Your Client

You may think that your model homes speak for themselves. After all, if a customer comes to see one, they're probably going to love it and buy it. But in order to get your customer to the home, you'll need photographs which have been taken by a professional. Read on for a few great reasons to hire an **architectural photographer**.

1. Composition. Sure, you may think that you take good photographs too but do you know the basics of composition? Have you learnt how to use light to create and dispel contrast? Can you portray your home in a way that makes it look neither too empty nor too cluttered? These are basics that a good architectural photographer will always take into account when photographing a model home.

2. Brightness. A good architectural photograph is saturated with color and light but not in a way that hurts the eyes. You don't want your model home to appear too stark but you don't want it to seem washed out either. A good architectural photographer will know how to keep the right amount of color to make a model home seem homey and comfortable.

3. Directing the eye. A good architectural photograph or video takes the eye through a journey. Your customer will be able to see all the good points of a room or a development at one go. If it's a photo of a living room, the eye will move from the beautiful view to the curtains to the matching upholstery on the comfy sofa and the coffee table in front of it. If it's a video of a development, the eye will be led from the home to the walking paths around it towards the children's playground and other facilities available close by.

4. Sharing. In this day and age, people love to share photos of themselves and what they're doing on the internet and social media. Think of yourself as doing the same when you hire an architectural photographer to take photos or create videos of your model home. This gives you a platform to show off the things you are proud of and share them with other people.

5. Simplicity vs. disorder. Even though we live in the twenty-first century, many people still hanker after a simpler lifestyle free of stress. By presenting them with photos of a beautiful model home, you're showing them that that dream is within their reach, that they too can live in a sylvan paradise free of clutter and the demands of everyday life. A good architectural photographer knows how to create photos that reflect this dream.

If you're thinking about getting architectural photographs, **contact us** and we'll put together the right package of photos, videos and aerial tours for your model home.

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