

TECH



TIPS

So You Got a NEW CAMERA for Christmas.....

A digital camera is a must-have for real estate agents. If one of these helpful little gadgets found its way under your tree, you may be wondering how you can use it for your business. Here are a few tips, tricks, and suggestions for making the most of your new toy.

3 Ways Agents Can Use Digital Cameras

You can use your digital camera to:

1. **Take photos of your listings.** These include interior photos, photos of the exterior and yard, daytime shots, and (perhaps) nighttime shots.
2. **Take photos of your community for social media or your website.** Become a “neighborhood expert”. You should be blogging about your local area and using your community as inspiration for posts on Facebook, Twitter, etc. Photographs of your local hotspots and attractions can be very compelling.
3. **Create video.** Use video to showcase your properties and for your online marketing efforts.

Experiment with Your New Camera

Your new camera will be taking interior shots and exterior shots. You’ll be taking still photos and video. It’s absolutely essential for these images and videos to be clear, professional and attractive. To make sure they are – take your camera on an extended test run. Explore all the functions and settings. Perhaps even consider reading the instruction manual – I’m in the tiny percentage of people who do this on a regular basis and I’ve always found it helpful.

MLS Photo Info

Remember there are some limitations and things you should remember when taking photos for upload to the MLS.

1. **Photos must be JPG format**
2. **Maximum width 400 pixels**
3. **Error 696 – Error Validating the Image** your photo is not JPEG, is larger than 400 pixels, or you have an invalid character (such as a space, comma, slash, apostrophe, etc..)
4. **Add Descriptions Photos** go to Upload/Manage Pictures and enter a description, members will be able to see this when they scroll through the photos!