

Five Top Tips: Photographing Your Rural Property

"I don't trust words. I trust pictures" (Gilles Peress).

Images in brochures and advertisements are the cornerstone to making a great impression when it comes to selling your rural property. Buyers opinions can be formed by the first few photographs they see; and if they like what they see they are more likely to read on and make an appointment to view. Photography can be captured in advance of a sale, for example you might like to make the most of good weather or a busy period on the farm, however ensure the date that the shots are taken is referenced in the brochure.

- 1. Get a professional in:** The quality of cameras and various Apps that help edit your photographs have undoubtedly improved. But don't be tempted to try and capture images that will form the basis of particulars or a marketing campaign on your mobile 'phone or small digital camera. Professional photographers not only have the correct equipment to take the necessary high-resolution shots, but they can edit the images for you. They will also have experience of similar properties; helping advise what works well and what doesn't. Make sure the professional handling the sale for you is present on the day too – they will know what shots are needed.
- 2. Drones:** Aerial photography and video has revolutionised property marketing. During my career this has evolved from aeroplane or helicopter shots, on to telescopic poles with digital cameras through to ever more versatile drones. Remember however you will need a mix of aerial and ground level shots. And don't overdo the aerial shots – you need to show detail not just an overview and remember that not everyone wants to sit through a five-minute video with Ode to Joy blasting out!
- 3. Balance:** Consider the various elements of the property. Don't focus on one area, just because it might be the most attractive or interesting. A balance will give the viewer a complete impression of the property. Some will be focussed on the rolling fields of winter wheat; others might be more interested in the farm buildings or the setting of the house. Let the would-be viewer decide.
- 4. Bring your property to life:** Large, level areas of commercial farmland might be interesting when it comes to yields, flexibility of cropping and scale, however they can appear quite bland when photographed. It is a good idea to inject life into the photographs or media. Consider a drone fly-by next to a tractor/sprayer/combine working or a telehandler in the farmyard. Not only does it make it more fun and interesting, it helps interested parties envisage themselves on the property.
- 5. Annotate:** Where there are several shots that look similar, or if the property is lotted in several ways, ensure the images are annotated i.e. 'Lot 2 – Farmland and Building (looking East)'. You might consider marking the location of the photographs taken on the sale plan too.

Will Parry MRICS on 07471 354 003 / will.parry@parrylandproperty.co.uk