



North Puget Sound
Association of REALTORS®

RE Photography

7 1/2 Clock Hours—April 30, 2010



A Picture is Worth a Thousand Words! Or a thousand dollars! Realtor.com says, “74% of all property buyers start by looking at the internet first”. If your photographs are not arresting, then the viewer will simply “SURF ON”. A prospective client makes a yes or no decision within seconds, based on visual impact. Photography is a powerful tool in advertising, and especially in real estate. Text alone is not enough - images will work very hard for you on the internet. This class will prepare an agent, using any kind of film or digital camera, to make professional grade images for the internet or print media. Bring your camera! Learn to sell with Images. Marketing secrets and techniques for architecture will be exposed! Creating dynamic images will boost you to the leading edge.....

- Shoot for the Internet
- Improve curb appeal
- Manipulate the exterior
- Display images at the best viewing distance
- Find the best angle for interiors
- Arrange the Furniture
- Group images together
- Plan for mural photographs
- Use a tripod & why
- Operate your own camera
- Utilize the proper lens for each scene
- Understand architectural art concepts
- Prevent tangent lines
- Show special property features
- Exploit color to communicate
- Create the illusion of depth
- Take advantage of contrast
- Make time lapse photographs

Instructor Dennis Huckaby teaches real estate professionals how to make spectacular photographs. After attaining a B.A. in Advertising Photography from Brooks Institute, Dennis Huckaby returned to Hollywood and became a Commercial Advertising Photographer with numerous clients, functioning as a visual director and production supervisor. He has designed and produced a number of print media used by advertising agencies and motion picture production companies for television commercials.



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Cost: \$97 (*Prepayment Required*)

Location: North Puget Sound Association Office
Hours: 8:30 am to 5:00 pm, Registration 8:00 am
Payment: Check or cash only accepted

Name: _____

Firm: _____

Address: _____

Company Phone: _____

E-mail: _____

Mail Registration: North Puget Sound Association of REALTORS®
 525 E. College Way, Suite J / Mount Vernon, WA 98273
 Phone: 360-416-4902 Fax: 360-416-4904

** Cancellation—those received after 4:30 p.m. the day before the class, there is **NO REFUND**