

Why is HDR photography so important to Real Estate Photography?

Here are the differences between our standard photography and our HDR photography:

Standard Photography uses a single flash method. This allows the flash on my camera to brighten up the room. This allows for everything within about 10-12 feet to be seen in sufficient light. The possible downside is that depending on the size of the room and the color of the walls, the flash can slightly change the color of those walls because of the strength of the light. For example, a yellow wall could appear almost white or bright yellow and a black wall could appear gray.

HDR photography doesn't use a flash. It takes multiple images of the same shot but at different exposures. I then blend those images together to get a truer feel of the colors as well as a more vibrant photo. HDR also evenly lights distance rooms or areas in the photo so the foreground and background match.

If more vibrant photos and truer colors are important, please select to the HDR photography upgrade