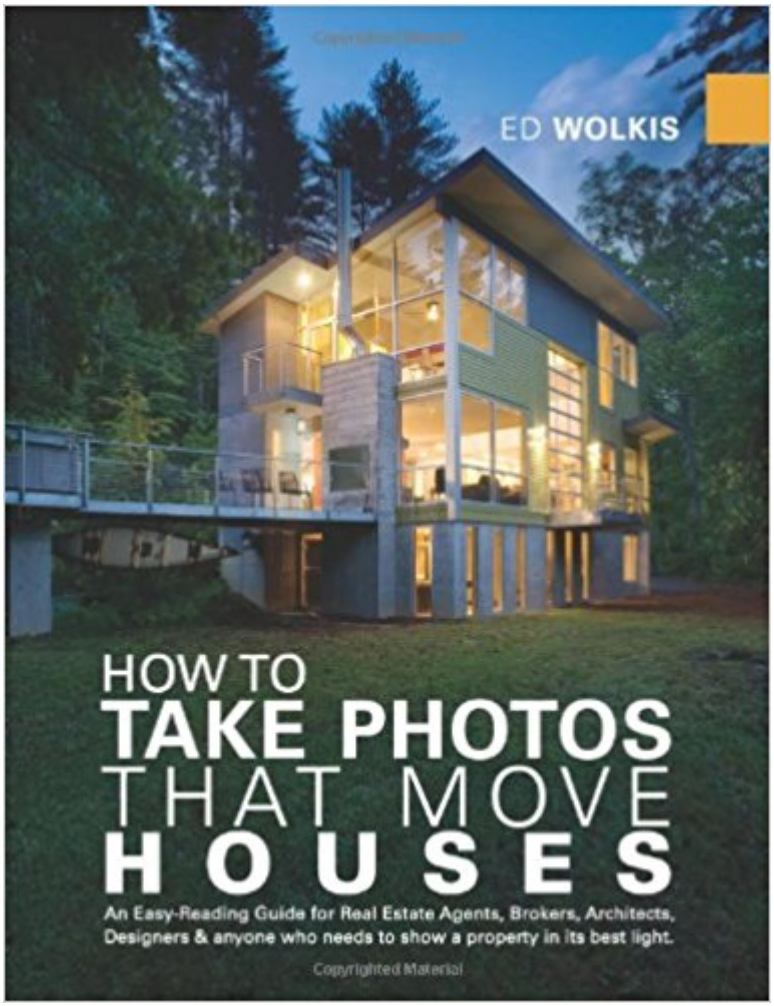
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How To Take Photos That Move Houses, An Easy-Reading Guide For Real Estate Agents, Brokers, Architects, Designers, & Anyone Who Needs To Show A Property In Its Best Light.




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Synopsis

This beautifully illustrated, full color book, will show you before and after photos, simple to advanced tips and techniques designed to help you take better photos. A picture is worth a thousand words...good photography can help to increase your sales by thousands of dollars. Author Ed Wolkis, award winning Atlanta based photographer, shares his knowledge and expertise in this fun, classy, easy to read guide. If you are a Real Estate Broker, Agent, Manager, Architect, Interior Designer, Home Seller, or anyone who needs to be able to show a property in its best light, this book is for you. You'll learn step by step how to produce photos that will stop potential clients in their tracks; what photography equipment you ll need, and how to use your digital (or film) camera. Dramatic before and after photos demonstrate the difference between great photos and ones that go unnoticed.

Book Information

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Customer Reviews

Ed is one of an endangered species of artist. He strives for perfection of the visual image while meeting business communication objectives. And he does it all with great patience, generosity and humor. He's a joy to work with and learn from. This book is filled with gems from a seasoned professional. Take my advice... and take his advice. --Jackie Goldstein, Creative Strategist, Former Creative Director, Turner Broadcasting System.

Ed Wolkis is an Atlanta based commercial and architectural photographer. He has earned over

twenty local, national & international awards while working for clients such as Owens Corning, Delta Airlines, General Electric, Turner Broadcasting System, Kodak, ABC-TV, CBS, CNN, Tribune Entertainment, and The Home Depot. Ed's work has appeared on television and in many publications including the New York Times, USA Today, National Geographic, Audubon Magazine, Town and Country Magazine, Sports Illustrated, and TV Guide. His subjects have ranged from President Bush to Tibetan yak herders. Ed is originally from New York, and now resides in Atlanta with his two daughters.

It's a lovely book, nicely printed on heavy, glossy stock. The photographs are very nice. The book is basically aimed at the absolute beginner photographer, such as real estate agents, brokers etc. Those of you who are already seasoned photographers and are just looking for a book to give you some fresh ideas will find that the majority of this book will not apply to you.

There are a lot of good ideas in this book. Since I'm in real estate, I know the importance of good pictures. Ed Wolkis isn't going to give exact settings (a complaint in some of the reviews). If you want to learn about your camera, get another book. What he does is suggest solutions for many different kinds of situations. He also makes the important point of taking pictures that are interesting - not just one that shows a room with a lot of noise due to poor composition. I might add that he is available by email because he answered a couple of my questions which greatly increased the quality of my pictures. I recommend it.

I purchased this for a gift and followed up with the person to whom it was given. They are in an industry where they are taking a large number of photos of real property and as a result of starting this job, they needed to get up to speed rather quickly on real estate photography. When I asked for and received feedback, I was told that many of the questions that had been asked prior to receiving this book were answered upon the first reading. The book is easy to understand and full of examples and very plain guidance. This book would be excellent for real estate professionals, home decorators, home stagers or any other professional involved in selling or showing property.

Awesome book. Expected nothing less given the rating.

Purchased for my daughter in law as she's wanting to further develop her talent in photography. She was pleased with the book.

If you are a real estate agent, or anyone that takes photographs of homes or buildings, this home is for you! I sell real estate. And have googled simple hints to take better real estate photos. But this book walks you through taking professional looking photos all by yourself. I love it!

Good content. Helpful for real estate photography.

The book is written by someone who knows what he’s talking about, which you’d expect, but also knows how to relate that knowledge in an entertaining way. The basics of architectural photography that are covered here transcend advancements in software and technology, so it’s always current. Well written, and well worth the time and investment.

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