

# Planning Your Photo Shoot

(Platinum and Gold Only)

Apartments.com staffs professionally trained, award-winning digital photographers that will work closely with you to create and select the best possible images for your community, giving you a spectacular ad that sells renters on your community before they even contact you.

**For a more efficient photo shoot, complete the following prior to the shoot:**

- Schedule an appointment with an Apartments.com digital photographer (an Apartments.com staff member will contact you)
- Fill out the **Photography Request Form** and send to your Ad Production Coordinator
- Specify one staff person to work with our digital photographer throughout the entire photo shoot (approx. 3 hours), directing them to the different models and other areas you want featured in your ad
- Allow enough time to view and approve photos with our digital photographer at the end of the photo shoot

\* We understand that schedules can change. If this occurs, please call within 2 business days of your photo shoot.

**Here are some helpful tips for creating ideal photo opportunities for your community:**

- Focus on areas that show off amenities or unique features of your community
- Choose models or occupied units - they are more inviting than vacant apartments
- Show apartments that are not over-furnished or filled with knick-knacks. The less clutter in the picture, the more detail will be noticeable about the apartment itself.
- Clear landscapes of debris and people to get the most attractive environment possible
- Make sure interior and exterior areas are painted, cleaned and well-organized. Apartments.com will not make these changes.
- Avoid brand names, people, religious symbols and personal photographs. Images that contain these items are subject to non-use.

**Note: People are not allowed in ad photos. (Apartments.com diligently follows HUD guidelines for advertising in the real estate industry.)**