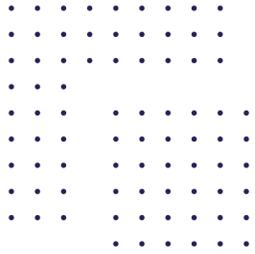
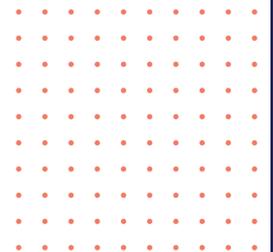


Massive Photography Real Estate
Singapore



DIY Phone Photoshoot guide



1) ALWAYS clean Your Lens

This matters for our professional DSLR services and your DIY phone shots alike, always bring a microfiber cloth or lens cloth with you!



2) Set Camera to 0.5x wide lens

Avoid "External Lens" attachments that distort your space. Use your phone's built-in 0.5x lens to capture the most accurate, professional-looking FOV (Field of View)

Note: The phone will never be the quality of a professional camera due to the lens Aperture, setting the phone to 0.5x will off set SOME of the quality difference

2) Composition



Decide what will the video be used for:

PropertyGuru + marketing to prospects - Landscape/horizontal

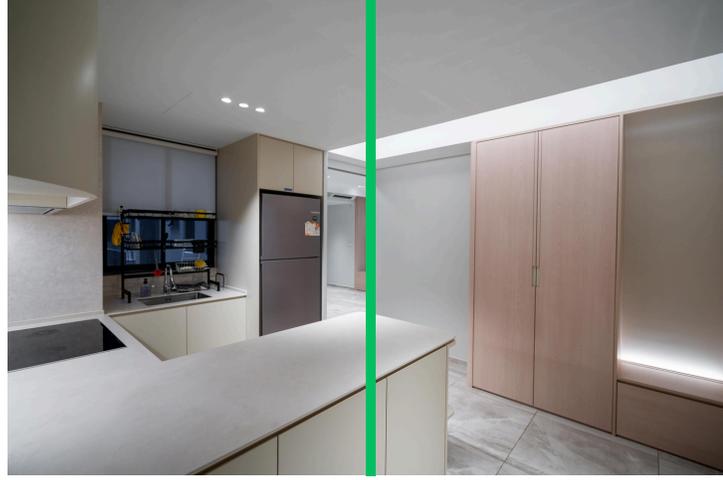
Personal branding, exposure on social media - Portrait/landscape

Note: MassiveSG's primary focus is on driving sales; therefore, our videos are predominantly captured in landscape to maximize property exposure.

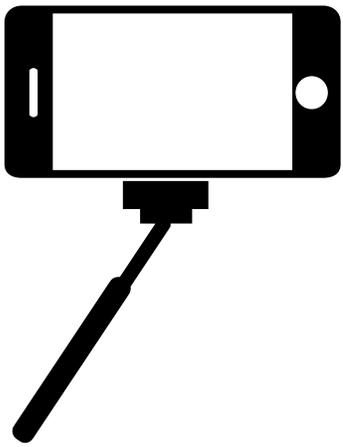


Stand at the corner, align the top left/right of the photo area to the edge of your photo, target to take the most spacious photo possible

Find the hero shot:
the furthest corner should
be near the middle of photo
(approximately 30%)



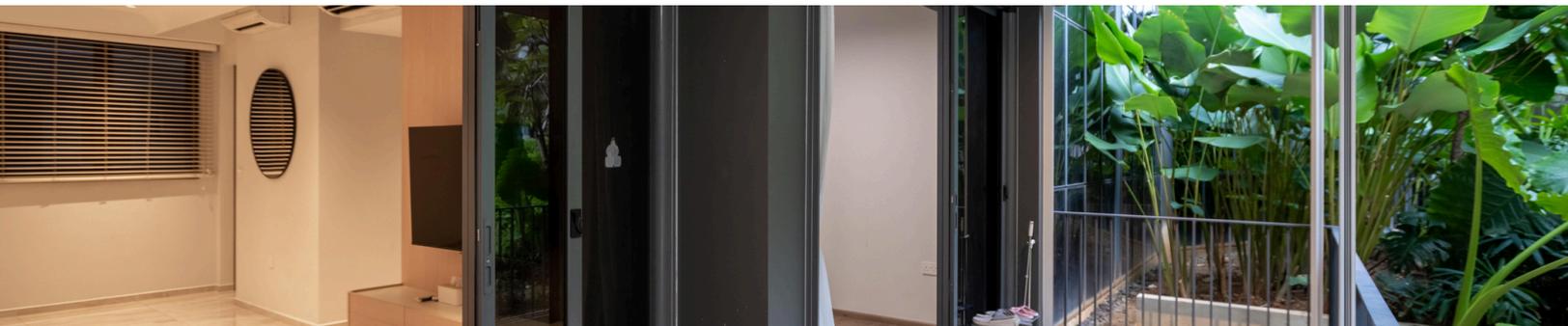
3) Keep the camera still



Use a Gimbal or a tripod,
position the camera and
focus on the important
furnitures in the house

4) Turn off flash, turn on HDR

Important: tap on the dark spots of the photo before
taking to balance colouring of the photos. DO NOT
use burst mode if it affects the quality of your HDR



5) Professional Post-Processing

At MassiveSG, we use a proprietary processing engine built on the data of over 5,000 Singapore real estate photos we had taken. We know exactly which visual triggers drive clicks, and we apply those proven templates to your DIY shots to ensure they are optimized for a fast sale.

If you prefer to edit yourself, we recommend mastering Adobe Lightroom via a SkillsFuture subsidized course or watching online tutorials specifically for Singapore real estate.

If your priority is a market-beating result delivered in under 24 hours, let our team handle the heavy lifting while you focus on closing the deal.

