

Chapter 4 – Polishing

In this chapter we are going to cover how to add text to your pictures using appropriate case and creating photo “transitions”. This is important because you will be able to highlight special important features about your home. You will create a professional look by the way each picture changes from one to the next.

Just like we did in “Editing” go back to the first picture in your flow. Think about what you want to say in that opening shot. What could be some appealing, energy creating words that would immediately start the appeal for this home? You could state the square footage, number of bedrooms and baths, or community features. Assuming your first picture is the outside front of the home, you should consider the MOST powerful marketing line you can invent! Make it work!

Make the text on each picture be short, informative and helpful. Use title case. That means each word would begin with a capital letter except words like “a”, “the”, “and”, “of”, “an”, etc. Here’s an example using title case: “Perfect Bargain at \$329,000” or “Living Room and Dining Room Combination”. Use consistent font on every slide. If you change the font provided with your photo software, make sure it is consistent throughout your virtual tour!

Position your text in spaces where words will not take away from the effect or positive attributes of the room or feature. For example, if you have a kitchen picture and you want to point out the granite countertops, display the text: “Granite Countertops” on any blank wall around the picture edges or the space below the actual countertops! Here’s an example from Photo Show below (Exhibit 10)

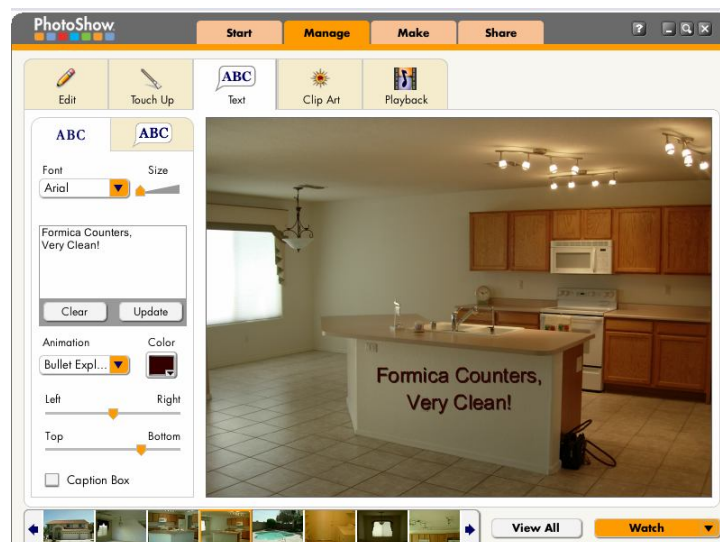


Exhibit 10

Use color to make text stand out. Create the text with a light color on a dark background and, of course, dark text on a light background, like a beige or white wall of a home. Make it **STANDOUT!**