



How to take great project photos

- 1) DO NOT take photos created or altered by AI. TODAYcompliant will reject them.
- 2) Make sure things are not blocked by clutter or objects as best as possible. Ex: remove all items from under your sink and then take the photo of the plumbing work underneath that needs a leak fixed.
- 3) Make sure to hold your smartphone or camera horizontally (landscape) for each and every shot that you take. This format allows more of the subject matter to be seen, and enables us to nicely crop and arrange the photos for your listing if needed. Many modern smartphones include multiple zoom modes that allow you to switch between wide angle, standard, and telephoto lenses. For shooting your items, we suggest sticking to “standard” mode (1x) for the majority of the gallery, and limiting wide angle use to tight interior spaces. If you find yourself needing to zoom in or out, pause and instead take a few steps forward or backward.
- 4) Digital photos are free, and people ‘buy with the eye’ usually. Start with 5-10 overview photos of the project that show the entire project in the frame with some space to spare around it. Stand about ten feet back and take photos of each possible angle and angled shots of the project. For a lawn or larger project shot, ensure as best as possible to include it all. A satellite overhead image may help as well. Go to Google maps for that. Take 1-3 detailed photos of areas you believe to be important in your project as well. Pictures of specialty help, ex: special screw head types, patterns, bricks, etc. Get the details. Most projects will need only 3-10 photos.
- 5) Show scale where possible with a tape measure or common object handy such as a soda can or other standard sized object.

6) Photo access points clearly, such as how to get to the electrical panel, a crawlspace, or roof access. Try to include the surrounding area as best as possible so contractors can see possible issues as they plan for time and equipment needed.

7) Avoid including photos with visible personal information, mailing addresses on packages, license plates, faces of people, etc.

8) Here are some upload key points.

- Make sure your photos are under 10mb each.
- If transferring photos from your smartphone, make sure to send them in a way that does not reduce the quality of the image (emailing yourself the photos will often degrade the quality). Popular storage apps like WeTransfer, Dropbox, and Google Drive can facilitate the transfer of larger files to your computer. Most contractors do not have this issue, but if you do, you have these options.
- If your photos are too large, you will need to resize them to be less than 10mb per photo. Google search how to do that based on the equipment you are using.
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In summary, the more accurate and complete your photos, the more competitive and realistic the bids and interest you'll receive.