



Listing Photos - Sorting and Sizing

Check Photo Sizes

Before editing, any photos make sure the picture ratios are correct. The print versions of pictures from photographers may come in at 2700x1800 or 2755x1837 or another size. The important thing to check is if the picture is a 3:2 ratio. *All of our templates will be off if the pictures do not have the correct ratio.

Take the first (larger number) and divide by the second (smaller number). This should give you 1.5. If the number is anything but 1.5 exactly the image is not 3:2.

If we need the marketing produced right away, it will be faster for us to manually make the images a 3:2 by cropping them in Photoshop. If we have time request the photographer send them again in a 3:2 format. Either way, the photographer needs to know any future orders must have the 3:2 ratio.

Another thing to watch for are pictures in a 2:3 ratio. This happens when the camera is turned 90 degrees to take the picture. These are harder to crop to proportion and this specific photo will not be used in any of our marketing. *If this happens the photographer needs to know all photos need to be 3:2 only for our listings.

Sort the Pictures

All the photos will need to be sorted for correct order on the MLS and listing video. This should be done before adjusting any picture sizes. We sort by adding a number in front of the photo. For example, you may have three front of the house shots and they will be 1. Front of House, 2. Front of House...

Photographers will not have the images in the right order. They typically put photos according to house layout. This will have laundry rooms showing up in picture 6 before things like kitchens or master bedrooms at picture 22. Below is the priority of how photos should appear in our marketing.

We start with the farthest away shot of the front of the house. (in some cases the back of house may be featured first but this is rare)



Next add the other front of house shots and the last one should be the closest to the front door.

If there are entry shots, make them next in line.

The living room or kitchen can be next depending on the house layout and appeal of pictures from these two areas. Then move the other room not added first.

After the kitchen and living room photos go to the master bedroom and master bathroom.

The other bedrooms along with bathrooms are next in order.

Include the family room, office, den, game room or other rooms next.

If we have a laundry room or garage shot, include them after all other rooms.

Next go to the back yard, deck, porch and view shots. If there are side yard photos, include them and end with the farthest away picture of the back of the house or yard.

Wrap up the pictures with the subdivision shot, area pool, restaurants, park, or other area attractions.

Brochure Images

We have two types of brochures a 2-page & 4-page. The 2-page is designed on PowerPoint in our office and printed from Office Depot. The 4-Page is designed and printed from Unique Litho. Once the photos are picked and resized, add them to the corresponding folder in the client's file.

All homes will have at least a 2-page brochure even if getting the 4-page too. Luxury Homes will always have a 4-page brochure. In slower markets, all price points will also have a 4-page brochure. If the house is not luxury and expected to sell within one week only, make the 2-page brochure.

2-Page Brochure

This brochure needs 1 front page image at 240 wide x 1290 high @ 300ppi as a TIFF & 6 back page brochure images 702 wide x 468 high @ 300 ppi as a TIFF. You should have a droplet for the back page photos and an action for the front page photo.



The front page image needs to be an outside shot that is the best and will be our featured image on all marketing. There is only an action for the front page image and not a droplet. The reason for the action over droplet is the picture must also be cropped during the action.

The six back page photos should include: Kitchen, Living Room, Master Bedroom & Backyard or house at a minimum. Decide on which photos should make up the other two remaining spots. Use a droplet for the back page images.

4-Page Brochure

This brochure needs 11-13 photos. They are not sized and sent to Unique Litho at full size. Use the same guidelines as the back photos for the 2-page brochure with these additions. Include a 2nd kitchen & living room picture. Add a dining room and family room picture with another one or two from outside.

Just Listed Images

Front of Card

The front of the Just Listed card photo will be the same shot as the front of the brochure. Use the droplet for the Just Listed Card front. That will make the image 1605 wide x 1070 high @ 300ppi as a TIFF

Back of Card

Copy the best secondary picture from the back of the brochure. These photos are the same size.

MLS Images

We only have 35 images for the MLS. If the house is large or we have several outside or area photos, you will need to remove a few photos to stay under 35. Pick the best images and run them through our MLS Resize droplet.

Some photographers will send photos specifically for the MLS. Do not use them as ours are scaled and sized exactly how they should be to show correctly and load fast on the MLS. The size should be 1900 wide x 1266 high @ 96ppi @ JPEG Quality 40%

Video Images

House Images

Unless we have over 45 pictures, use all of them for the listing video as there is no limit like the MLS. If over 35 and there are some repeating pictures or ones that are not great remove them as 35-40 pictures are optimal for video timing. *If we have an aerial video some of the pictures will need to be taken out for video timing.



Run the pictures through our droplet for Listing Video House Images which will size them at 2350 x 1567 @ 96ppi and JPEG 12.

Slider Image

The same featured image from the brochures will run through our action for droplet for the Listing Video Slider image 2007 x 1338 @ 300ppi and TIFF.

Blog Images

Not all listings will have a blog post. However, while sorting the pictures use the brochure front pic along with 3 of the best additional photos. Run them throughout Third Page website images droplet. This will add a gold frame and size them to 400 wide x 267 high @ JPEG Quality 30%.