

HOW TO TAKE INCREDIBLE BEFORE & AFTER PHOTOS

1. Tell a story of transformation.

Before: Take pictures of the house before any work starts.

During: (Optional) Snap photos as work progresses.

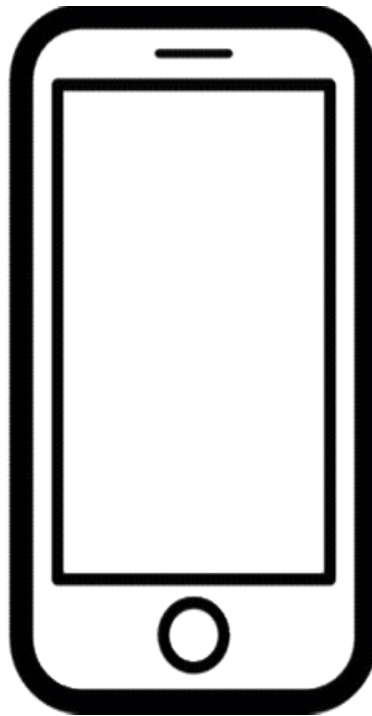
After: Take your after photos from the same angle as the before photos.

2. Take pictures in “landscape.”

Horizontally oriented photos share better on most social platforms than vertically oriented ones.

3. Pay attention to the sun.

The best light for photos is during the morning and evening hours. Noontime is not ideal.



4. Make sure the property is tidy.

Ensure all vehicles, trash bins, signs, equipment and people are not in the image. You want to minimize distractions so people focus on the home.

5. Use your phone’s light balance.

Open your camera app & tap where you want the camera to focus. Then, slide your finger up or down to adjust the exposure.

6. Share photos on Instagram.

Use **#MyHardieHome** and we may repost pictures on the James Hardie’s social media accounts.

BEFORE & AFTER EXAMPLES

