

Picture Perfect



By, **Chuck Holden**, *Real Estate Photographer*

I having been a Real Estate photographer for a few years now and have transitioned into full time in 2013. I am very fortunate to have a growing list of clientele that truly appreciate my work and that is keeping me busy and loving what I do.

Every property I shoot is different, especially this one on Lake Murray. I was familiar with this particular property already, so I was prepared to be challenged and awed at the same time. The last time I was here it was empty and neglected. The new owner has transformed it to being the jewel on the lake that it was intended to be.

The home itself has so many unique architectural features and it sits prominently on what I consider an island, so I made it my mission to flaunt that uniqueness through my camera lens.

Capturing the outside is usually simple enough when you have sunshine and clear, blue skies, ideal conditions for a Lake Murray shoot. I make it a point to walk the water front and docks and decks and patios while looking through my camera for those "Special" shots that will stand out to anyone's eyes.

I found that shooting towards the lakeside of the home from the custom pool and sauna gave me some inspiring results. The front of the home is contemporary in design, yet is finished in stone, so I was able to capture that combination of styles.

Once I entered the grand foyer and saw how well appointed the home now was, I became a little excited about what kind of dramatic and inspiring shots I could attain. The architectural details and walls of glass facing the lake are something you don't get to witness often here in Columbia and I was going to make this shoot my best.

There are huge photographic challenges with large open homes like this one, lighting being the biggest obstacle to overcome. I keep my process as simple as I can so that I don't have to lug a lot of equipment around with me from room to room and take all day to do it. This is where Digital Photography is so advantageous, I shoot, review, reshoot with adjustments, review and so on, until I feel I have captured the room at its best. I repeated this process in every room and corner of the house looking for the best angles and lighting for each situation. Obviously, with my experience of having performed several hundred of these each year, I am able to identify the best areas to shoot from pretty quickly and fluently.

There are times when I think I am finished and satisfied and as I am walking through a room I will see a shot that I didn't see before, and then will take that shot. These are sometimes my absolute favorites.●

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