

Professional Real Estate Photo Editing Checklist

Task	Why It Matters	Common Mistake	Professional Tip	Priority
Lens Distortion Correction	Straight lines sell trust in architectural photography editing	Leaving barrel distortion on wide shots	Apply lens profile first, before cropping	Critical
Vertical Correction	Crooked walls trigger subconscious distrust	Over-correcting until windows bend	Keep verticals at 90°, allow slight natural perspective	Critical
White Balance	Color accuracy affects perceived cleanliness	Auto WB per image creates color drift	Set WB from neutral gray in kitchen, sync across room	Critical
Exposure Blend (HDR real estate editing)	Balances bright windows and dark interiors	HDR halos and gray midtones	Use 3 brackets, blend manually for window pull editing	High
Brightness Correction	Buyers equate brightness with space	Crushing shadows to hide noise	Lift shadows to +20-35, keep highlights -30	High
Color Correction	Prevents blue kitchens and yellow bathrooms	Oversaturating to 'pop'	Use HSL to tame yellows and cyans only	High
Window Pull	Shows the view, sells lifestyle	Windows that glow unnaturally	Blend ambient exposure at 30-40% opacity	High
Sky Replacement	Boosts curb appeal on gray days	Fake sky with wrong light direction	Match sky temperature to shadows on house	Medium
Object Removal	Removes distractions	Leaving cords, trash bins, cars	Clone on separate layer, check at 200%	Medium
Lawn Enhancement	Green sells in under 3 seconds	Neon grass	Boost greens +10-15 saturation, not +40	Medium

Sharpening for Web	Defines detail without artifacts	Global sharpening on sky	Mask sharpening to architecture only	High
Noise Reduction	Clean shadows look premium	Plastic skin on walls	Luminance 20-30, preserve detail 60+	Medium
Image Resizing for MLS	Prevents auto-compression	Uploading 6000px files	Export 2048px long edge, 80% JPEG	Critical
File Naming	Saves realtor time	IMG_9823.jpg	Use address_room_sequence.jpg	High
Consistency Check	Gallery must feel like one shoot	Varying color temp room to room	View all thumbnails side by side	Critical