



# AIR MGMT

## Photo Shoot Guide

[www.airmgmt.co](http://www.airmgmt.co)



Dear Photographer,

Thank you for joining us in our mission to reimagine hospitality! By partnering with AIR MGMT, you are helping tell the story of a property and elevating guests' vacation experience. Your photos give travelers a vibe on the place and help them envision themselves on vacation, so important!

While we rely on your expert vision, we have created a guide on shooting an AIR MGMT property, as we strive to maintain a similar energy throughout our listings. We want the photos to tell a story, accurately depict the space and properly manage expectations. Our shoots are a little different from your typical Real Estate shoot, so please email us any questions at [contact@airmgmt.co](mailto:contact@airmgmt.co), we are happy to help.

We look forward to our partnership!

Sincerely,

*Matthew and Zak, founders*



**AIR MGMT**

*Acquire Invest Return*

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Communications to AIR MGMT should always be in writing.  
Please email: [contact@airmgmt.co](mailto:contact@airmgmt.co)



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# Photo Shoot Requirements

*Please meet or exceed these standards as our listing aesthetics rely on them!*

- 32+ Photos
  - \*minimum count of unique photos
- 4 different angles:
  - Each Room (including bathrooms)
  - Property exterior
  - Views from the property
  - Property amenities (including shared)
- Horizontal
  - If you must use a vertical shot to properly capture something, please also include a horizontal shot for us to review as well.
- Wide-angle
  - \*please do not use a fish-eye lens, we wont be able to use them.
  - Most photos should be taken at a wide angle
  - Full-frame: 14-16mm
  - Crop sensor: 10-11mm
- Medium, Close variation
  - Just a couple of these variations give the portfolio a more artistic vibe.
  - Showcase cute decor with close-ups
  - Showcase a cozy "reading nook" with medium shots
  - Think "Instagram-able"
- Tripod
  - Ensure horizontal level
  - Ensure vertical lines are vertical
  - No upward/ downward angles
  - Suggested tripod height: 4-4.5'
- Clean lens always



# Instructional Shot List

*These shots do not need to be taken on a tripod, you can even snap these on your iPhone! They just need to be in focus and well-lit. These shots are used internally to assist guests during their stay, like when they ask: "Where is the thermostat?"*

- **ENTRY**

- Entire property exterior (the "drive-up")
- Parking area and wheelchair accessible spaces
- Ramps and accessible features
- Exterior looking at the front door
  - Please include any lighting fixtures on route
- Medium shot of front door
  - Please include unit number if available
  - Please include any lighting fixtures around door
- Close up of entry door keypad
- Close up of exterior lock-box and code numbers

- **Property Function**

- All thermostats wide angle (to show location, any additional notes are great)
- All thermostats close-up (to show labels and controls)
- Breaker box location
- Breaker box interior and breaker labels
- All Televisions (please note location like: Main Bedroom)
- All Television Remotes (please note location)
- WiFi Box Location
- Interior of Kitchen cabinets and drawers (pots, pans, glasses, etc. locations)
- Interior of Bathroom vanity and drawers (hair dryer, backup toilet paper etc.)
- Shower/ Tub functionality
- Interior of Owner's Closet (if applicable)
- Location of fire extinguisher (if applicable)
- Location of first aid kit (if applicable)



# AIR MGMT Hospitality Mission

“Provide travelers a clean and safe space that is accurately advertised.”

*AIR MGMT places our trust in our partner photographers to accurately capture spaces. Upon completion of your photo shoot, we will send a brief survey for you to provide honest, factual observations regarding the subject property. Your responses are kept private, and are used to determine specifics and ensure the property is meeting AIR MGMT hospitality standards.*



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