



 Karen Thorburn
Photography

Property Photography eBook



*Interiors & Exteriors:
Your Questions Answered*

www.karenthorburn.com





SCOTLAND
PRESTIGE AWARDS

**Karen Thorburn
Photography**

2022/23 WINNER

Commercial
Photographer
of the Year



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Introduction

Hello! I'm Karen.

Thank you for considering me as your photographer.

I'm sure you'll have a few questions before booking your property photography.

In this eBook, I answer a number of frequently asked questions, share a selection of images and testimonials, and provide full details of my photography packages.

There's a lot to think about! Grab a cup of coffee and sit back and relax while I answer your questions about property photography!





"Innes House booked Karen for three days of property photography. I'd met Karen at a wedding fair a while back and was really impressed with her standard of work.

Karen did exterior and interior photography at The Gatehouse, one of the estate's properties which has been converted into a self-catering holiday let, in addition to photographing the 20 bedrooms and many public rooms in the main house.

Karen provided us with well over a hundred images within a fortnight of completing the photography. The photos are amazing and are just what we needed!

We put the pictures of The Gatehouse up on our Airbnb page immediately and got six bookings in the first three days alone, which is absolutely fantastic! Everyone keeps commenting saying how great the photos look too!

I've no hesitation in recommending Karen to anyone looking for a photographer in Moray or further afield."

Amy McIntosh

Property: [Innes House](#), Elgin





What's your style of property photography?

I work with a professional DSLR camera and I shoot wide but *never* to the point of distortion. I'm always very careful to ensure that the lines in a room appear straight on a photograph. I'd always rather capture a couple of different angles than compromise on the quality of the photography.

Some photographers only shoot with the lights off. However, I prefer to work with the lights on and to mix this with ambient light. The result is bright images with warm and welcoming tones. I want the viewer to feel that they could just walk into any of the rooms in my images.

I take my time setting up my compositions, tugging creases out of bed sheets, straightening pictures on the walls, untangling tassels on rugs, and removing clutter, etc. You might not see the work that goes into each image but, believe me, you would notice if I didn't make this level of effort with styling.





"Oliver's Travels commissioned Karen to undertake interior and exterior photography for three mansion properties in the north of Scotland.

The images were required in order to improve our website listings for these luxury properties, and for social media content.

We're so happy with Karen's work - the pictures are amazing and what a difference it's made!

All the photographs have been captured to a high standard, with great attention to detail. Our prospective clients will now be able to fully appreciate the quality and scale of these exclusive holiday lets, and we've no doubt that we'll see an increase in bookings for these villas next year.

We can absolutely recommend Karen to anyone looking for a commercial photographer in Scotland."

Oliver Bell, Oliver's Travels

Properties:

[Baronial Mansion](#), [Lochloy Mansion](#) & [Greystone Lodge](#)





What will your approach be on the day?

When I arrive, I'll have a thorough look around and plan the photoshoot before picking up my camera and tripod. I'll slowly work through the rooms, meticulously composing each shot and doing a fair bit of styling as I go (for instance, positioning fresh flowers, straightening squint picture frames, etc.). I'll keep one eye on the weather and pick the best light for heading outdoors to capture the exterior.



How do we plan around the weather?

Ideally, we want nice soft light for your interiors (preferably light cloud cover). Sunshine would be okay, providing the property doesn't have huge south-facing windows).

We want to avoid wet weather (not a good look for either interior or exterior shots). Ideally, we also want to avoid very changeable weather, which makes it difficult to capture consistent light throughout the portfolio. Don't worry if it's overcast; I can 'photoshop' a blue sky into the exterior shots.





"The Wee House Company commissioned Karen to photograph a modular house which we delivered to our clients in Fort Augustus in the Scottish Highlands. The property has since been turned into an Airbnb self-catering holiday let.

Karen undertook both interior and exterior property photography for our company website and social media platforms. We're delighted with the images, all of which are beautifully lit, well composed and pin sharp.



Karen's communication was excellent throughout the project. I put Karen in touch with our clients to make the arrangements, and she kept me updated in the run up to the photoshoot and delivered the final edited images only a week later.

I can highly recommend Karen to anyone looking for a commercial photographer in the Highlands."

Lynsey Young, The Wee House Company
Property: [The Quarry House Airbnb](#), Fort Augustus





How long will the photography take?

This really depends on which photography package you choose and the size of the property. Also, we need to consider whether I can shoot the interior and exterior on the same day. I'm NOT going to sweep through your property and snap it in an hour. I'm a perfectionist. That's why I get results and deliver top quality images to my clients. Perfectionism and speed DON'T go hand-in-hand.



Do you have a drone?

Yes! This is a relatively recent addition to my business and I'm gradually building up a portfolio of aerial photographs. There's no additional fee for drone photography. Whether I'm able to deploy the drone will depend on the weather conditions (I won't fly the drone in the rain or strong winds) and any local flying restrictions.







Do you do videography?

No, not professionally, as I'm permanently run off my feet with photography!
However, I have a hand-held camcorder so could offer you a basic level of videography if needed, at no additional charge.



Do you travel?

Absolutely, I love travelling.

I'm based on the Black Isle so I do most of my work in the Inverness area.

I'm more than happy to travel afield, throughout the north of Scotland, but travel fees may apply.



Can you shoot the exterior when guests are in residence?

This is best avoided. Firstly, I don't want to disturb your guests. I'm sure they wouldn't feel relaxed indoors with a big camera pointed at the property!

Secondly, I might need access to the interior. This is because we don't want to see closed or squint curtains or blinds from the outside. We also don't want parked cars in the exterior shots.



Will you leave the property as you found it?

I'm very tidy and will leave your property as I found it.

If I'm there for the day, I'll eat my packed lunch outdoors or in my car. I'll even bring my own loo roll, hand towel and soap, so that I don't use anything intended for your guests!

I'm happy to lock up and pop the keys back in the key safe.

The only thing we might need to consider is if you have a wood burner and would like it lit in the shots. If so, this might need a bit of attention after the photoshoot.





"We recently invested in a holiday let in Findhorn. We came across Karen's website and really liked her online portfolio.

Karen had given us some tips on how to present the property, such as setting the dining table and buying fresh flowers, which was really useful. Karen arrived on time on the day and was really enthusiastic about the property.

We had quite a tight deadline to work to, but Karen stepped up and delivered the completed images, ready for the web, in under a week.

The pictures are wonderful, and Karen over-delivered on the number, meaning we have an extensive bank of images for the website and social media which really convey the scale and quality of the property, and the relationship between the rooms."

Alban Audibert

Property: [Dumella House](#), Findhorn

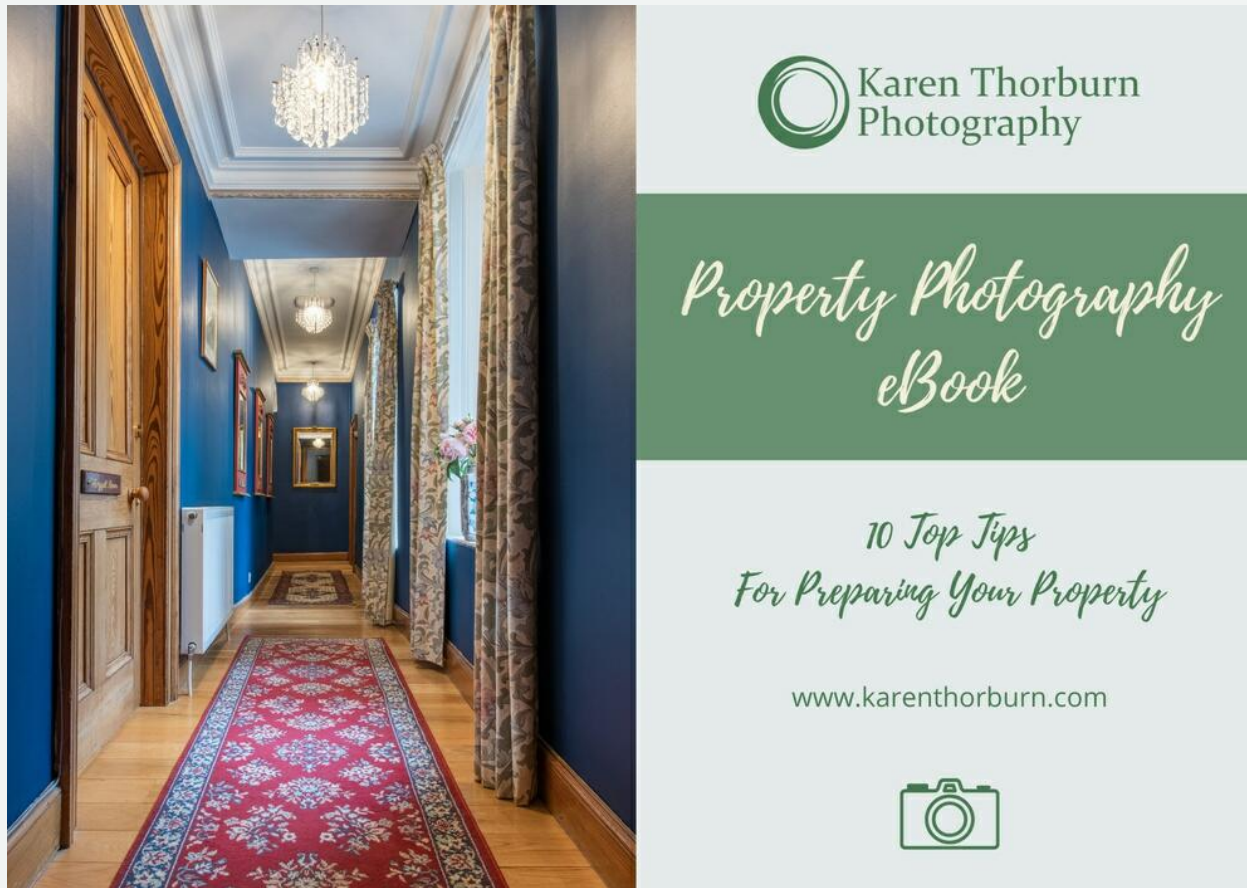




Do you need me to do anything to prepare the property?

Yes, there are a few things you can do. We want the whole property looking in tip-top condition.

I've prepared a separate eBook with my 10 top tips for preparing your property so that it can be photographed to the highest standard. This is available as a free download. Just click the link below!



[DOWNLOAD NOW](#)



When will the photographs be ready?

These images will be critical to your business, so I know you'll be really keen to receive them as soon as possible! The turnaround time will depend on my workload, which varies throughout the year. I'll deliver the images as swiftly as I can, without compromising on quality. I'll commit to providing your images within a maximum of four weeks. Often it'll be *much* quicker but, like I say, it'll depend on my workload.



Do I need to be there on the day?

I'm more than happy to be left to my own devices. You can either leave the property unlocked or provide the code to the key safe. All I ask is that you remain contactable over the phone in case I need to get in touch. If you would like me to capture a headshot (e.g. for a profile picture), then we can arrange for you to pop by at some point during the day.





"Pitcalzean House recently commissioned Karen to do some property photography. We'd had a number of rooms redecorated, so wanted new interior photographs to use in our marketing.

Our timescales were really tight as we needed the images ahead of a wedding fair. Karen was understanding and managed to fit us into her busy schedule! After the photoshoot, she put us to the front of her editing queue and delivered the images swiftly, meaning we were able to get our pop-up banners printed in time for the wedding show.

Karen's attention to detail on the day was superb, making sure that all the rooms would look their absolute best in the photographs. We love the photos; they look fantastic on our pop-up banners and we got lots of positive comments from prospective clients at the wedding fair.

We look forward to seeing Karen again in future and can absolutely recommend her to other Highland property owners in need of a photographer!"

Fiona Filler

Property: [Pitcalzean House](#), Nigg





Can I see the images on the day of the photoshoot?

I'm occasionally asked by property owners if they can review the images on the back of my camera, or receive a couple of images on the same day as the photoshoot.

Every image I deliver will be a composite, made up of multiple images. I might use as many as nine photographs to produce the final image. I apply this technique (known as HDR, high dynamic range) to allow us to see details in the brightest and darkest parts of each image.

The magic happens in post-production (not in the camera), and it happens *slowly*! Because of this, I'd prefer not to show you anything on the back of the camera on the day of the photoshoot. Also, I'll edit all of the images together, to produce consistent results across the portfolio. As a result, I'm unable to provide any images on the day of the photoshoot. Instead, I'll provide the full batch when all the post-production work is complete.





"We booked Karen to do an exterior and interior photoshoot of our property near Tomatin, to the south of Inverness.

We needed photographs for our Airbnb profile and website. Karen put my mind at ease by explaining the process, providing some tips on styling the property, and offering to be flexible with the weather.

Karen arrived bang on time on the day and was happy to work around me as I applied the finishing touches to some of the rooms. The photos are great, so much better than we dared hope for!

We have no hesitation in recommending Karen to anyone in need of property photography in the Highlands!"

Frances Law

Property: [Tin Church Airbnb](#), Tomatin





Why should I pay your prices?

A lot of people are, understandably, looking for a bargain, but please take a moment to consider the value of these images.

By making an investment in professional photography, you can show off your property, stand out in a crowded marketplace, set your clients' expectations, raise your prices, and increase your bookings.

The fee you pay to your photographer won't just cover their time on the day and it certainly won't go straight into their savings account. As a sole trader, I have numerous business costs to cover. Think about the time and effort that goes into a professional photographer's marketing, so that you even know they exist. Don't forget, the photoshoot will be followed by meticulous post-production work in order to achieve the very best results.





What photography packages do you offer?

I offer a choice of photography packages, which tend to suit most people's needs.

Please scroll down for full details.

Of course, I appreciate that you may have specific requirements not covered by my main packages, which is absolutely fine. For instance, you might require some night-time exterior photography, and my fee for this will vary depending on the time of year.

I'd be delighted to offer you a bespoke package or package upgrade, if needed. To enquire about a bespoke package, please [contact me](#) and tell me your specific requirements and I'll be back in touch with a quote. Don't forget to tell me all the other information I require! Please see page 27 for details ('How do I enquire or book?').

Property Classic Package



- Coverage on the day of the photoshoot.
- Post-production including merging of HDR images & meticulous editing of the resulting files.
- High resolution digital images delivered via a download link.
- Commitment to providing beautiful images and the highest standard of client service.
- Travel included within Inverness and the Black Isle. Fees may apply further afield.
- 15-20 images per property.
- 1 bedroom property: **£300** (tax included)
- 2 bedroom property: **£315** (tax included)
- 3 bedroom property: **£330** (tax included)

Property Signature Package

(client favourite!)

- Coverage on the day of the photoshoot.
- Post-production including merging of HDR images & meticulous editing of the resulting files.
- High resolution digital images delivered via a download link.
- Commitment to providing beautiful images and the highest standard of client service.
- Travel included within Inverness and the Black Isle. Fees may apply further afield.
- Up to 30 images per property.
- Any size of property: **£450** (tax included)

Property Deluxe Package



- Coverage on the day of the photoshoot.
- Post-production including merging of HDR images & meticulous editing of the resulting files.
- High resolution digital images delivered via a download link.
- Commitment to providing beautiful images and the highest standard of client service.
- Travel included within Inverness and the Black Isle. Fees may apply further afield.
- Up to 50 images per property.
- Any size of property: **£600** (tax included)



How do I enquire or book?

That's brilliant if you've decided to go ahead with your property photography!

Please complete my contact form using the link below and provide as much information as possible, including the following:

- Your preferred photography package.
- Your availability and timescales.
- The location of the property.
- The size of the property (number of public rooms, bedrooms and bathrooms).
- The orientation of the property.
- Whether you require both interior *and* exterior images.

[CONTACT KAREN](#)

Please don't put it off! My calendar fills up quickly, particularly in spring, summer and autumn.





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