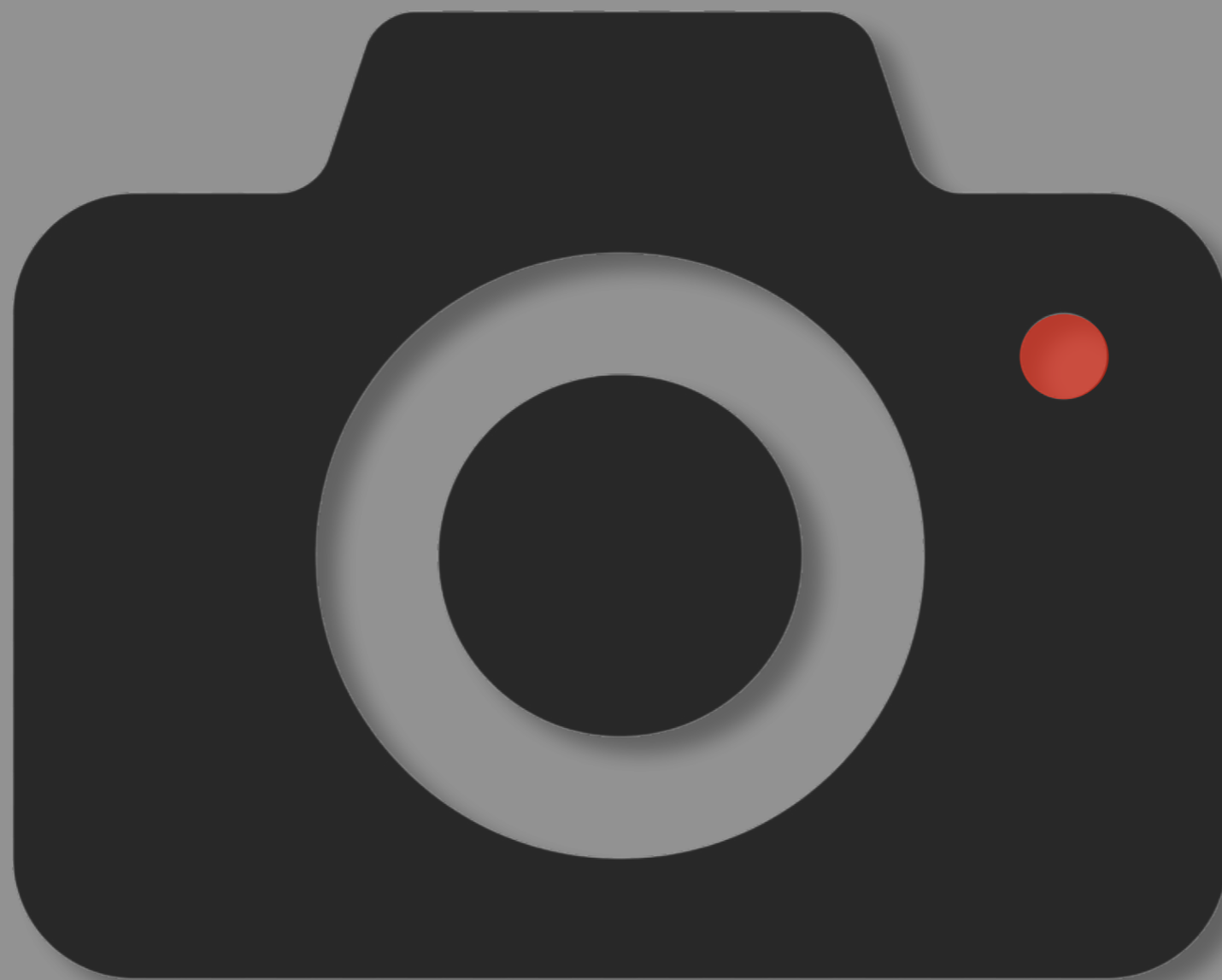


LUXURY REAL ESTATE PHOTOGRAPHY

# THE REAL ESTATE PHOTOGRAPHY GEAR GUIDE

A virtual guide for luxury real estate photography gear.



MARC WEISBERG | PHOTOGRAPHER

# ABOUT THIS GUIDE

*“There is no best. It’s all personal opinion.”*

## The Choice Is Yours: Canon, Fuji, Olympus, Nikon, Panasonic or Sony.

Thankfully there is a lot of choice when it comes to “what’s best,” in photography gear. On the first couple of pages I present to you camera bodies and lenses that I use in my daily photography regimen. The pages that follow after the Canon Tilt-Shift lens {which I’ve adapted to use on my Sony bodies,} are Canon, Fuji and Nikon cameras systems. I’ve done the some research before putting together this list by polling over 100 other photographers asking them what systems they use. IMHO: Olympus ... love them, spot on auto focus and excellent AWB, but, being a micro 4/3’s ... and Panasonic: Also dig them, another Micro 4/3’s, both brands are not a top choice for real estate photography, because of their tiny sensor size and their lack of low light capabilities.

## Use The Blue Links

Each item in this guide has a [blue text link](#). By clicking on the link, you will be taken directly to the **B&H Photo & Video** website or the **Think Tank Photo** website for a price check.

## About My Kit

I want you to know up front that I photograph with Sony full frame mirrorless cameras. For fifteen years I photographed professionally with Canon cameras and L lenses. Three plus years ago I sold all my Canon gear and switched over to Sony and haven’t looked back. Having an EVF on board is a game changer. Exposure-wise and color-temperature-wise, what you see through the view finder is exactly what you get! This is one of the reasons that Sony outshines the competition.

## The Best Photography Gear

There is no best. It’s all personal opinion. I use Sony because it fits my professional needs. The two things I wish Sony did better is a less confusing menu system {it often takes a deep dive to find what you are looking for,} Sony has kind of fixed this on the a9’s My Menu system, and I wish the engineers would include Large, Medium and Small, RAW files.

## You Don’t Need Everything In This Guide!

My photography kit was put together over time. You don’t need to purchase everything at once! You do however need backup gear. As a professional, you need to have backup gear incase your gear fails. And it WILL fail. It’s just a question of when. That being said...To start: You will need two camera bodies, a 24-70mm lens and a wide angle lens, either a 16-35mm zoom or equivalent. Whether you’ll jump right in to lighting is a personal choice. One which I highly recommend.

# ABOUT THE AUTHOR

*An admitted gear junky: Weisberg got hooked on photography as a teenager.*



Marc Weisberg is a Luxury Real Estate photographer and educator living in Southern California where it rarely rains and never snows. Marc's fascination with photography started when his dad gave him his a 35mm film camera. He was thirteen that year. It was a time when print type was still set by hand, computers didn't exist, film ruled and digital photography wasn't even imaginable. *"I remember watching a sheet of photographic paper slowly being rocked back and forth in the developer, and as if by magic, an image began to appear. I was awed and instantly hooked."* says Weisberg.

In addition to serving his clientele, Weisberg also run a series of Luxury Real Estate Photography Workshop Intensives in Southern California, and beyond. In his Workshop Intensives, Weisberg teaches photographers how to be better real estate photographers, to work with off-camera lighting, to composite and retouch and how to make more money. The workshops are a rigorous 3 days of intense learning and a fun gathering of attendees from all over the country.

The majority of Weisberg's photography clients are commercial and luxury real estate brokerages, multi-national firms who own / broker or manage properties, home builders, high-end interior decorators, resort operators and construction companies with projects ranging from the tens of millions to over a billion dollars. Weisberg states: *"I'm fortunate to have the luxury of time on my side when embarking on my client's photography projects. I often spend a half day, a full day or multiple days on a project creating remarkable images for my clients."*



# SONY CAMERAS



[Sony a9](#)

The camera body is used on all my shoots. 24mp, 20fps.



[Sony a7 III](#)

My every day street/travel camera. 24mp, 10fps. And my 3rd back up body for photo shoots.



[Sony VG-C3EM](#)

Vertical grip that fits on both the a9 and the a7iii.



[Sony a7sII](#)

A low light BEAST! I'm comfortable photographing up to 30k ISO on this body. It has remarkable low light performance. It's my backup body for photoshoots.



[Sony VG-C2EM](#)

Vertical grip for the a7sII

# SONY LENSES



[24-70mm f/2.8 GM Lens](#)

A razor sharp all purpose zoom. with a minimum focusing distance of 1.24 ft. and wonderful bokeh at f/2.8



[50mm f/1.4 ZA Lens](#)

My go to lens for headshots and executive portraits. Has an aperture ring on the barrel making it a great Cine lens.



[90mm f/2.8 Macro G OSS](#)

A wonderful detail lens tack sharp wide open. Has a unique cloth system on the barrel that allows you to quickly switch to manual focus.



[12-24mm f/4 G](#)

My go to super wide. Minimal barrel distortion that is fully correctable in Adobe LR.



[Distagon T\\* FE 35mm f/1.4 ZA](#)

Tack sharp wide open and stopped down. Like the 1.4/50mm, the 35mm has an aperture ring on the barrel making it a no brainer for filming video.



[70-200mm f/2.8 GM OSS](#)

Razor sharp wide open with stunning bokeh. Perfect for both detail shots and landscape style scene setting images.

# SONY APS-C

1.5x crop factor



*Sony a6300 & a6500: Both APS-C cropped sensor cameras are a great kit for those on a budget. I know some top-flight luxury real estate photographers that augment their full frame Sony's with these highly capable cameras. You'll be amazed at the quality of images you can produce with them.*



[a6300](#)

24.2MP, built in EVF, 11 fps. 4k30 & 1080p 120 recording. Builtin Wifi.



[a6500](#)

24.2MP, built in EVF, 11 fps. Built in 5 Axis stabilization. Can easily double as an event camera or executive portrait camera. Amazing focus tracking.



[Rokinon 12mm f/2.0 NCS CS](#)

A great budget, manually focusing lens with an equivalent of 18mm with the 1.5x cropped factor on an APS-C camera body.



[Sony 10-18mm f/4 OSS](#)

A bit pricier than the Rokinon but you get an auto focusing lens here. A 15-27mm equivalent on an APS-C cropped sensor.

# HOW THIS IMAGE WAS CRAFTED



**T**his interior shoot is for a commercial client on a multimillion-dollar renovation. The ambient lighting is used as the base. To fill in the shadows, a speedlight was bounced off the kitchen nook wall to the left. A bounce umbrella with a speedlight is used in the corner behind camera right to fill in the foreground. The windows are pulled using an AD200 and masked in. Flash pops with a MagMod Grid are used on the dark velvet chairs that flank the floor to ceiling windows.

**Gear Used:** Sony a7sii, Sony f/2.8 24-70mm GM, Godox V860ii speedlights, Westcott 43" bounce umbrellas, AD200, Magmod Grid, Manfrotto light stands, Siuri N-3204X carbon fiber tripod.

# CANON TILT-SHIFT LENSES



[Canon TS-E 17mm f4 L Tilt- Shift Lens](#)

Used sparingly on residential interiors, pressed into use for commercial interiors and used mostly for residential and commercial exteriors. Full manual focusing lens.



[Canon TS-E 24mm f3.5 L Tilt- Shift Lens](#)

My number one, go to lens, for the majority of my interior photo shoots. Fully manual focusing lens.



**Metabones IV Adapter**

I own two, both attached to my Tilt-Shift lenses for adaptation to my Sony cameras. This item has been discontinued. You can get the [Sigma MC-11](#) or the [Metabones V](#) both excellent replacements



[Canon EW-88B Lens Hood](#)

Lens hood for the 24mm Tilt-Shift lens. Tested the lens and found that the lens hood was needed to control lens flare.

# CANON GEAR



[\*\*EOS 5D Mark IV\*\*](#)

30MP, 7fps, CF & SD card slots, builtin GPS and Wi-Fi. If you are photographing events too, go for this instead of the 6D.



[\*\*EOS 6D Mark II\*\*](#)

26MP, singl slots builtin GPS and Wi-Fi.



[\*\*EF 16-35mm f/4L IS USM\*\*](#)

Save some money by buying this f/4 lens instead of the f/2.8. When photographing real estate you won't be needing f/2.8 lenses for interiors.



[\*\*EF 24-70mm f/4L IS USM\*\*](#)

Save some money by buying this f/4 lens instead of the f/2.8. When photographing real estate you need an f/2.8 lenses for interiors.

# NIKON GEAR



**Nikon D500 DSLR**

26MP, dual card slots, built-In GPS and Wi-Fi. Native 51200, Extended to ISO 1640000. If you also photograph events go for this one.



**Nikon D750 DSLR**

24.3MP, dual card slots, built-In Wi-Fi. Native 12800, Extended to ISO 51200.



**NIKKOR 14-24mm f/2.8G ED**

AF-S NIKKOR 14-24mm f/2.8 G ED. Silent Wave Motor AF System.



**NIKKOR 16-35mm f/4G ED VR**

AF-S NIKKOR 16-35mm f/4G ED VR. VR II Image Stabilization, Silent Wave Motor AF System.



**19mm Tilt Shift**

My friends who use this tilt shift hate the price but love the quality of this glass and the focal length.

# FUJI GEAR



[FUJI XPRO 2](#)

24.3MP APS-C X-Trans CMOS III Sensor,  
Advanced Hybrid Multi Viewfinder,  
Built-In Wi-Fi, 273-Point AF with 77 Phase-Detect  
Points, Up to 8 fps shooting and ISO 51200.



[FUJI XT2](#)

24.3MP APS-C X-Trans CMOS III Sensor, Built-  
In Wi-Fi Connectivity, Weather-Sealed Body;  
Two UHS-II SD Slots, Up to 8 fps Shooting  
and ISO 51200.



[FUJIFILM 10-24mm XF f/4 R OIS](#)

15-36mm / 35mm Equivalent,  
Optical Image Stabilization,  
Macro Focusing to 9.4"



[FUJIFILM 15-55mm XF f/2.8-4 R LM OIS](#)

X-Mount Lens/APS-C Format, 27-84mm /  
35mm Equivalent, Smooth Linear Motor-  
Driven Autofocus, Optical Image Stabilization.

# LIGHTING GEAR



[Godox AD600](#)

Built in radio receiver, Li-Ion battery. In real world test you'll get about 300 1/4 power pops.



[Godox AD360](#)

Built in radio receiver, Li-Ion battery that outlasts any Energizer bunny. 360 watts of power. TTL, HSS and Manual



[Godox AD200](#)

Built in radio receiver, Li-Ion battery that outlasts any Energizer bunny. Packs the power of 3 Speedlights. TTL, HSS and Manual



[Godox AD600 PRO](#)

Built in radio receiver, Li-Ion battery, Sexier and sleeker than the AD600, with a faster 1 second recycle time at full power. Looks very much like the Profoto B1



[XPro-Trigger](#)

I use the designated "C," Canon trigger for my Sony cameras. TTL, Manual, 32 Channel and 16 groups.



[V860-iiS](#)

Godox speedlight. Built in radio receiver, Li-Ion battery that outlasts any Energizer bunny. TTL, HSS and Manual. Perfect for real estate and event photography

# LIGHTING MODIFIERS



[Westcott 48" Octa XXL, Rapid Box](#)

My go to Octa. Produces gorgeous flattering light for executive portraits and headshots. Sets up and breaks down in seconds with a unique umbrella design.



[Cheetah 12"x55" Quick Strip Box](#)

Sets up in seconds. Unique umbrella style design. Comes with egg create grid.



[Westcott Apollo Deep 43" umbrellas](#)

I often use bounce umbrellas for interior photoshoots when there are no white walls to bounce my lights off of.



[MagMod Flash Kit](#)

MagMod gets the light into smaller areas quickly and easily. It's unique magnet system makes it quick and simple to use. I always keep it in my kit for interiors and event photography.

# GRIP GEAR



## [Cheetah 10' Self Opening Light Stands](#)

Pick it up and set it down fast and easy with these self opening stands.



## [Manfrotto Nano Stands](#)

5001B Nano Light Stand  
Lightweight with a small footprint.



## [Manfrotto Super Clamps](#)

Manfrotto 035RL Super Clamp will attach securely to almost anything.



## [Manfrotto 12' Air Light Stands](#)

Manfrotto Alu Master Air-Cushioned Stand. I use these for elevated pole photography and for grip support for my Godox AD600 Pro.



## [Manfrotto Friction Arm](#)

Manfrotto 244N Variable Friction Magic Arm, coupled with Bogen Super Clamps will hold just about anything at any angle. I use it for holding reflectors, like the Lastolite Tri-Grip Reflector.



## [Lastolite Tri-Grip Reflector](#)

Double sided, white & silver. Great for bouncing light in interior photography and for executive portraits.

# COMPUTER GEAR



**[iMac i7 27" Desktop](#)**

4.2 GHz Intel Core i7 Quad-Core,  
8GB of DDR4 RAM | 1TB SSD,  
Thunderbolt 3 | USB 3.0 Type-A,  
1 x Gigabit Ethernet Port



**[MacBook Pro 15" Touch Bar](#)**

2.7GHz Intel Core i7, 16Gb RAM,  
1Tb SSD



**[G-Tech Portable Drive](#)**

G-Technology 2TB G-DRIVE  
Micro-USB 3.1



**[G-Tech 8Tb Raid Thunderbolt](#)**

I've been using G-Tech drives for  
over a decade and have never  
had one fail.



**[Wacom Intuos Pro Small](#)**

Wacom PTH451 Intuos Pro  
Professional Pen & Touch  
Tablet. I can't retouch without  
my Wacom.



**[Laptop Case](#)**

Think Tank Photo Artificial  
Intelligence 15 v3.0 Laptop Case.  
A perfect fit for my laptop with  
plenty of pockets and generous  
padding to protect it.



# TRIPODS



*Sirui Tripods: Siuri {Soo-Ray} makes beautifully crafted carbon fiber tripods. Their pricing is easily 30% below leading manufacturers like Manfrotto and Gitzo. All their tripods come with an industry leading 6 year warranty.*



[Sirui 3T-35K Table Top Tripod](#)

Mini tripod for hiding speed lights around corners or in places where a light stand is too big.



[Sirui SR3204](#)

Sirui's most robust, and super stable carbon fiber tripod. I use it for all my architectural shoots.



[Arca-Swiss D4 Geared Head](#)

Arca-Swiss D4, classic knob quick release. The Bugatti of geared heads. A lightweight, precision geared, head.



[Sirui T-25SK T-0S Travel Tripod](#)

Weighing only 1lb. This is the lightest tripod I've found for walkabouts when traveling.



[Sirui N-3204X Carbon Fiber](#)

My back up tripod. Always have a back up in your car trunk.



[Sirui W-2204 Carbon Fiber](#)

Sirui W-2204 Waterproof Carbon Fiber Tripod. When you need to shoot from sand or water.

# CAMERA GEAR CLEANING KIT



*Visible Dust Products: I believe in paying once & purchasing the finest quality products. When it comes to cleaning my camera sensor I don't take any chances. I've owned, used and trusted Visible Dust products to spot clean my sensors for over ten years.*



## Visible Dust 7x LED Loupe

The way I check to see if I have small dust spots on my sensor.



## Visible Dust Arctic Butterfly

Antistatic brush with led light for gentle cleaning of digital sensors.



## Eclipse Optic Cleaning Fluid

Antistatic brush with led light for gentle cleaning of digital sensors.



## Sensor Swab Ultra Type 3

The only swabs I trust for cleaning my digital sensors.



## ROR Residual Oil Remover

For cleaning my front and rear lens elements.



## Kimwipe by Kimtech

Delicate task wipers. For cleaning the front and rear lens elements.

# ACCESORIES



## [Breakthrough Circular Polarizer](#)

Breakthrough Photography 82mm X4 Circular Polarizer Filter. Top flight color neutral filters.



## [Vello Shutter Boss II](#)

Intervalometer for time lapse and shutter release for long exposure photography.



## [Enoloop Rechargeable AA Batteries](#)

Been using the Enoloop brand for years. Hold their charge long term and perform like champs.



## [Sony G Series SD Cards](#)

Ultra fast, highly reliable. The only SD cards I use in my Sony a9.



## [Pelican 0915 SD Card Case](#)

Atomic bomb proof.



## [Powered Battery Charger](#)

Worth every penny. Charges both AA/AAA NiMH/NiCDs batteries, Rapid Charge Time: 1hr., Soft Charge Time: 2hrs.

# THINK TANK GEAR BAGS



[Airport International V3.0](#)

Buller proof rolling bag. Keeps a beating and stays looking new.



[Airport Navigator](#)

One of my favorite rollers. Easily half the size and weight of the International but still fits what's needs for a small shoot.



[Airpot Advantage Roller](#)

Lightweight & low profile width. With a front laptop pocket.



[Production Manager 40](#)

My FEDEX shipping case. For when I need to ship my grip and lighting gear.



[Battery Holder](#)

Perfect for holding 4 Sony camera batteries.



[Speed Racer V2.0](#)

My absolute favorite shoulder bag for on the go shooting. Generously padded, fits three lenses.

# PRIVACY AND TRANSPARENCY

**THANK YOU!**

**Thank You for signing up for the Real Estate Photography Gear Guide. I hope that you find this guide helpful in your quest to get the best photography gear to craft your images.**

## **Privacy**

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