# The 10 shots that sell a property in Cyprus

A shot list for developers and estate agencies. Print it, tick it, hand it to whoever is shooting — including us.

Inside: when to shoot · the 10 shots · what the ads need · what ruins a shoot day





# The photos are the listing

A buyer scrolling a portal gives your property about two seconds and one photograph. Everything else — the description, the floor plan, the price — is only read if that photograph earned it. This is why the cheapest way to fix a listing that is not moving is almost never the price.

## When to shoot

### Off-plan

`Shoot the site and the renders`

Aerial context plus progress shots. Buyers need to believe it is really happening.

### Ready to move in

`Shoot before the first viewing`

Every viewing that comes from a bad photo is a wasted afternoon for your agent.

### Not selling

`Reshoot, do not re-price`

If a listing has sat for three months, the photos are the cheapest thing to change first.

## The 10 shots

One shoot day covers a house or two or three apartments properly. A whole development takes two.

01 ☐ **The exterior, at the right hour**
Mid-morning or late afternoon. Midday sun flattens a facade and blows out the sky — the same house looks worth less.

02 ☐ **The approach**
How a buyer actually arrives: the street, the gate, the front door. It answers "what is the neighbourhood like" before they ask.

03 ☐ **The main living space, from the corner**
Shot from the corner at chest height, wide but not distorted. This is the photo that decides whether they click "enquire".

04 ☐ **The kitchen, styled but honest**
Clear the counters, leave one real object. A staged kitchen nobody could cook in reads as a render, and buyers discount it.

05 ☐ **Every bedroom, including the small one**
Listings that hide the third bedroom get viewings from people who then leave disappointed. Show it and pre-qualify the buyer.

06 ☐ **The bathroom**
The room buyers zoom into most and photographers shoot least. Mirror clean, no towels on the floor, one wide and one detail.

07 ☐ **The view, from where you actually stand**
Balcony, terrace, roof. Not a long lens flattening the sea into a stripe — shoot what a person sees standing there.

08 ☐ **Aerial context**
Where it sits: distance to the sea, the town, the school. For an off-plan development this is often the only honest shot available.

09 ☐ **The detail that justifies the price**
The stone, the fittings, the pool edge, the height of the ceiling. One close-up does more for a premium listing than three more room shots.

10 ☐ **Twilight exterior**
Lights on inside, sky still blue. Twenty minutes of the day, and it is the photo that ends up as the ad creative.

## Three extra shots, for the ads specifically

11 ☐ **A vertical crop of the hero shot and the twilight shot**
Meta and TikTok are 9:16. Landscape-only means the ad account cannot run your best photo.

12 ☐ **One 15-second walkthrough per property**
Front door to balcony, one continuous take, no music needed. It outperforms a photo carousel on cost per lead almost every time.

13 ☐ **Three frames with empty space**
Room in the shot for the price, the location or "book a viewing". Otherwise every ad has text across someone's living room.

## Three things that ruin a property shoot

**Shooting the day the tenant moves out**

Empty is fine; half-empty with boxes is not. Either fully cleared or properly dressed — never in between.

**No plan for the light**

A west-facing terrace at 9am and an east-facing living room at 5pm are both wasted shots. The order of the rooms is decided before we arrive.

**The listing goes up before the ads are considered**

If nobody asked what the ad account needs, you will pay a second time for vertical crops and a walkthrough clip.

## What to have ready before the shoot day

- [ ] Confirm access and keys for every unit the day before — not on the morning.
- [ ] Clear the counters, the fridge doors and the bathroom surfaces. Bins out of frame.
- [ ] Tell us which units you are actively selling, so we shoot those properly and the rest quickly.
- [ ] Tell us the price and the target buyer — it changes what we shoot and how we shoot it.

## Want us to shoot it — and run the campaign?

We are a Cyprus media studio with our own cameras, drone and lights, and we run the Meta and Google campaigns the photos end up in. For NFK Domus, a Nicosia developer, we built the website, shot the properties and ran the campaigns behind 2,764 leads at an average of €4.55 each.

Book a call: wizardcy.com · +357 99 312870 · manager@wizardcy.com