

A practical guide to showcasing your space with clarity and character.

We're excited to help you **showcase your property**. To ensure your listing **meets our platform standards** and truly shines, all submitted photographs need to be of a high quality. **The better your images' quality, the more likely your property will be accepted and stand out on the Guesthouse Exchange platform.**

IMAGE FORMAT AND SIZING

- Images must **ONLY** be **horizontal (landscape) format**.
- Images should be **no more than 1 MB**.
Should you need help to optimise your large images go to <https://tinypng.com/>

PHOTO TIPS

- **Use natural, bright light**
Open curtains and doors and photograph during the day wherever possible. Natural light makes spaces feel warm, open, and inviting.
- **Keep it tidy**
Ensure rooms are neat, clean, and free of clutter. Simple, well-presented spaces always photograph best.
- **Highlight key features**
Take wide shots that clearly show the layout of the room, helping viewers understand the space and how it functions. Avoid unnatural spacial photographs that distort the size of a room.
- **Cropping and focus**
Crop images thoughtfully so the most important aspect of the room or space is clearly visible and in focus. Every image should have a clear purpose.
- **Capture the views (if they're stunning)**
Only include views if they truly add a magical, memorable element to the property. When included, views must be photographed from the exact location of the room, cottage, or guesthouse to keep them authentic.
- **Add a touch of personality**
Each image should reflect the unique charm and personality of your property while still feeling clean, calm, and welcoming.
- **Avoid overusing close-ups**
Don't overdo close-up shots of flowers, fruit, or vases etc. A few thoughtful detail images are great, but the overall space should always remain the focus.
- **Showcase unique decor items**
Include a few close-up detail shots of special decor elements or finishes that add character, but avoid too many. These should complement, not replace, the main room shots.
- **INCLUDING A PROPERTY OVERVIEW VIDEO**
 - A video that showcases your property is **advantageous** to include in your listing if they help give a strong sense of the property's magnificence.
 - Videos will **ONLY be accepted as You Tube, Vimeo or self-hosted links**.
 - **Label** your video with your **property name**.

SPECIAL FEATURES AND SOCIAL MEDIA

- If your photographs or videos are **exceptionally strong**, they may be **selected for special features** on the Guesthouse Swop Stay platform. This could include being highlighted in **premium placements**.
- In addition, exceptional content may also be featured across our **social media platforms**, giving your property **added visibility** and **exposure**. High-quality visuals not only **elevate your listing** but may help your space shine well **beyond the platform** itself.
- You will have the opportunity in your listing to **accept or decline** use of your photographs and/or video when you create your listing.

Most of all, enjoy the process. This is your space, your story, and your moment to bring it to life. If you need a second opinion or a helping hand along the way, we're always here for you. We are so looking forward to viewing your listing.

For support drop us an email:

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