

Make your property stand out with great photographs



SABINE GHALI
PROPERTY
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In a world where the average attention span is eight seconds, your rental ad has to be noticed right away.

How do you grab your potential renter's interest? Great photographs of your property. Here are some tips to guarantee eye-catching photos.

Hire a professional

If you want the best shots possible, or if you are not great at taking pictures, consider hiring a professional photographer. There are quite a number of commercial photographers that specialize in this field.

They start around \$89 depending on square foot area and move up from there. Virtual tour videos are also a great way to showcase the space and the cost will be higher than a photo session.

What you will need

If you choose to take the pictures yourself, keep in mind that it is best to have at least ten to 15 great shots that you can use. A professional photographer takes about 30 to 40 minutes to cover 2500 square feet, so allow yourself the time to do a good job.

The pictures can be taken with a quality mobile phone, or camera. One tip is making sure your cell, or camera includes gridlines to help with the subject spacing in your pictures.

Best possible shots

Get rid of any clutter in the rooms you are going to shoot in. Clutter takes away from how large the room can look and distracts the viewer from the benefits of the area. It also makes the pictures look unprofessional. Decrease the clutter and consider staging to make the space look its best. Make sure you are not in the photos of the rental property.

Use whatever natural light comes into the unit. Open up any blinds, or curtains to take advantage of the sunlight. It makes the space look larger and brighter.

Shoot during the day and enhance the natural light with well-placed additional lighting.

Shoot the photos from various angles in the room and various heights. When you are

editing your photos, you can see which angle makes the room look bigger and better lit.

If there is anything really striking about the rental place, highlight it in some of your photos. This will include any renovations, unique attributes of the space, or great views from the windows.

Take some shots of the outside of the rental property, to let the potential rental view the neighbourhood and close amenities. This can positively boost the attractiveness of your rental unit.

Take the time to edit all your shots thoroughly. Do not use any photo that is blurry, or unflattering to the unit. Be honest about the property you are renting, so no need to use any technical tweaks to the photos.

The only enhancements



If there is anything really striking about the place, highlight it in your photos, including renovations, unique attributes or great views from the windows.

that you should use in property photography are better lighting and colour contrast.

When you use these tips to create photos of your property, your potential for renting will be maximized.

— Sabine Ghali is Director at Buttonwood Property Management and an entrepreneur at heart who endeavors to help investors create wealth over time. Visit her at www.buttonwood.ca

You can make \$100,000 with your hands, ironworker tells youth



RICHARD LYALL
RESCON

Daniel Allen is one of the true success stories in residential construction.

Allen spent most of his childhood in the care of the Children's Aid Society (CAS) in Toronto. After finishing high school, the Toronto native was determined to find a career and join the workforce.

He decided that he wanted to learn more about construction, so he attended the Day

of Discovery, an event organized by condo builder Tridel through their program Building Opportunities for Life Today (BOLT).

That day sparked the beginning of a glittering career as a labourer specializing in ironwork for LiUNA Local 183.

"People want to see people that are just like them, making it past their struggles to success. In order to have success, you've gotta have help sometimes," he said. "BOLT kick-started my career."

Now is in his seventh year of construction, his career path included:

- a week of job shadowing with BOLT with many trades, such as electricians, carpenters, plumbers, painters and drywallers;
- 12 weeks at Hammer Heads, a program offering skills training for health and safety, academic upgrading, green training and life skills, and more exposure to a variety of trades; and,
- completing his apprenticeship with more than 4,000 hours in four years for Local 721 (ironworkers).

The LiUNA Local 183 labourer specializes in reinforcing iron for high rises.

Now 26, Allen has told his story to aspiring young workers every year for the last seven years.

"I'm there to tell them they can make \$100,000 with their hands if they're prepared to work hard. But you need to be focused to be a success, whether it's in construction or something else."

He says he wants to continue giving back to the com-

munity that raised him, and embraces being a role model for young African-Canadians and other youth. "He's always willing to give back, tell his story and inspire other kids," says Joanne Bin, executive director for BOLT. "He's a very courageous young man and a great, great role model in the way he has overcome adversity. He's a really hard worker. I'm very proud of him."

BOLT, a program and charitable foundation, was launched in 2009 with a focus on educating youth at the Children's Aid Society of Toronto about construction. It has since expanded to include youth from many other agencies and programs.

Since 2010, more than 240 BOLT scholarships have been awarded, including 32 in 2017 at a value of \$107,000. The scholarships are awarded to students who are enrolled in a full-time construction-related program and have demonstrated financial need.

In addition, the BOLT program now offers a two-week job shadowing experience at Tridel sites to give participants the opportunity to experience the "construction culture." BOLT's mandate is to provide two pathways to a career in construction - through a post-secondary education or through apprenticeship.

While Allen credits BOLT and Hammer Heads for paving his path to success, he says there are three attributes that anyone pursuing a career in construction (or any other industry) needs to have:

"Respect, common sense and patience. If you have those three things, you will have no problem."

"But respect is No. 1. Without respect, you will not get anywhere in life. Success

takes 12 months a year — you need the drive to work. Anybody can do any job."

— Richard Lyall, president of RESCON, has represented the building industry in

Ontario since 1991. He is also a frequent speaker and writer on issues related to the construction industry. Contact him @RESCONprez or at media@rescon.com



Now 26 and in his seventy year of construction, iron worker Daniel Allen says you can make \$100,000 with your hands if you are prepared to work hard.

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