

Lightbulbs Make A BIG Difference!

When photographing and selling a home, LIGHT and BRIGHT is always better. However, choosing the right light bulb can make a difference. Did you know that light bulbs have the ability to produce different colors in a room compared to natural light? You can see the same room photographed differently based on the type of light bulb used.



Photo Credit: Lowes.com

4 Colors of Light Bulbs

Colors are based on the number of Kelvins (k). The lower the number the more yellow the light and the higher the number the more blue or cool a light.

Soft White: 2500k-3000k, yellowish appearance.

Warm White: 3000k-4000k, between yellowish & white light.

Bright White: 4000k-5000k, between white & cool light.

Daylight: 5000k-6500k, blue/cool light.

I recommend using light bulbs between 4000k-5000k Bright White. You want the home to photograph as close to “natural” as possible yet not emulating a cold sterile environment. If you have WHITE cabinets, I strongly encourage lightbulbs closer to 5000k. You do not want your kitchen or bathroom to look too yellow or too blue.

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