



Primary Authority Partnerships

Warwickshire County Council Trading Standards & National Federation of Property Professionals & The Property Ombudsman

Primary Authority Advice

Advice requested:

What requirements exist for property photographs used to market properties?

Legislation considered:

Consumer Protection from Unfair Trading Regulations 2008 (as amended) ("CPRs")

Other Material considered:

National Trading Standards Estate Agency Team Guidance on Property Sales, September 2015 ("NTS Guidance")

Assured Advice Issued:

Photographs are often used in marketing material both in print and on websites, but these can affect a consumer's transactional decision to view, visit or even purchase a property. Photographs should ideally be taken using a standard lens and portray the property and fixed surroundings fairly. Photograph captions should not mislead the consumer.

Agents should avoid taking photographs from certain angles to purposely cut out fixed features that will affect the property, or the view from the property, for example removing a cooling tower from shot, if this would result in an unfair representation of the property.

Agents should also avoid adjusting the photograph using a software package to airbrush out / remove a fixed feature, if this would result in an unfair representation of the property.

If an agent needs to utilise a wide angle lens (for example a 14mm lens) to capture a smaller room, e.g. utility room, then it should be clear on the caption next to the photograph that a wide angle lens has been used to take the photograph. If the use of a wide angle lens would result in an unfair representation of the property, then it should not be used.

This advice only applies to England, Wales & Scotland.



Date Advice is Effective from:

09 05 2016

Reference and renewal:

The reference for this advice is: WTS/NFOPP/TPOS/19

This advice shall be reviewed in 12 months from the effective date.