

homecenter.dallasnews.com

HomeCenter

ADVERTISING SECTION

A guide to new and existing homes, rental properties and commercial developments. 214.745.8123

Check out New Homes Page 7

Twilight photos are different as night and day

To compete for viewers' online attention, real estate companies are leaning more often towards featuring early evening photos with their website listings.

When Paige Elliott published photos of a Highland Park house she had listed for sale on the Internet, it didn't attract many viewers until she added photographs of the house shot at twilight.

The early evening photos Elliott included showed the house with the lights on and logs burning in the fireplace. A shot of the backyard showed

the pool water shimmering in the lights.

Once the new photos went up on the site, the Dave Perry-Miller & Associates agent says interest in the house really picked up.

"It caught people's attention. It makes the house stand out," Elliott says.

Twilight photos are becoming the rage in the Web-driven world of home shopping.

Ben Jones with Allie Beth Allman & Associates says he started using twilight photos for his houses five years ago after he saw a California colleague use them to sell Beverly Hills residences.

"It is extra work, but it showcases the house so much better," Jones says.

He says when the twilight photos are published, the house attracts more interest from prospective buyers.

In the summer, when the photographers have to wait until 8:30 p.m. to take shots, it can be "a pain," Jones says. "But we are always looking for a way to showcase a home better, particularly on the Internet."

Richard Shuman with Shoot 2 Sell, one of the area's premier home photographers, says he is currently being asked to take about 15 to 20 twilight shots per week.

Twilight shots are considered premier projects and cost about \$30 more because they are harder to take.

He uses a post-processing technology, called High Dynamic

Range, or HDR, that combines a series of three shots, each taken at different shutter speeds. The result is a bright, medium and dark photo, based on the amount of light that gets through the lens. A software process combines all the photos to bring details to the shadows.

"Twilight photos make the house look like a warm, inviting place to be," Shuman says.

Taking twilight photos is always a race against the sun, says Shuman, a trained architectural photographer. If he or one of his five photographers shoot the house too soon, it is awash in sunlight. If they wait too long, the shadows get hard and make the house look haunted.

"If not done well," it can look pretty Halloweenish," says Becky Frey with Briggs Freeman Sotheby's International Realty, who loves using twilight photos for print and Internet media.

But not every house showcases well in twilight photos, Frey says. The better candidates are two-story houses on a larger lot with trees that can be lit. She has all the windows washed and speeds time with the photographer to make sure that each window is well lighted. It makes people say, "I want to see that house at night," she says.

For some houses, she will open the front door. In addition to having the light streaming out, prospective buyers can also see well into the house from the porch. "It is very welcoming," she says.

Getting the house ready for a twilight shot is a challenge, Frey says. "But when it turns out really pretty, it is worth the time and money."

Sharon Lytle (www.JudyLytle.com) is a freelance writer based in Massachusetts.



The Highland Park listing marketed by Paige Elliott of Dave Perry-Miller & Associates garnered more interest after a twilight photo was posted on the firm's website.

DAVE PERRY-MILLER

Hill Country-style home held open today

The Todd & Hughes custom home at 5530 Uvalde in Preston Hollow, designed by architect Robbie Fisch, offers a traditional Hill Country stone exterior. Situated on 1.1 landscaped acres with trees, the residence is offered for \$2,795,000 by David Rosemary of Dave Perry-Miller &

Associates. It will be held open from 1 to 3 p.m. today.

The home has four bedrooms, four baths, three half-baths and four fireplaces in more than 7,700 square feet of living space. The upstairs living quarters can be used as a fifth bedroom, Rosemary says.

"Twelve-foot ceilings are found throughout the first level of the home, along with vaulted ceilings in the library, dining room, great room and master bedroom," Rosemary says. "The home lives" as a one-story design, except for a media room and separate apartment with a living area, bedroom and bath."

The great room offers a vaulted beamed ceiling, stone fireplace, built-in cabinets and shelves and a wet bar with a sink, icemaker, dishwasher, wine cooler and wine closet. The library is paneled in red oak and has a hideaway study and security closet.

The kitchen is equipped with granite countertops, a Viking stove, two Sub-Zero refrigerators, a Sub-Zero freezer, two Aiko dishwashers, an icemaker, breakfast bar, separate eating area and an adjoining sitting area with a fireplace.

The large master suite features a stone fireplace, sitting area and separate patio with a fireplace and gas heater. Its marble See PERRY-MILLER on Page 24.



The custom home at 5530 Uvalde in Preston Hollow will be held open from 1 to 3 p.m. today and is offered for \$2,795,000.

COLDWELL BANKER RESIDENTIAL BROKERAGE

Custom residence in Heath showcased

The four-bedroom, three-bath residence at 401 Chaps Drive in Heath's Las Lunas community is a custom design with 3,675 square feet of living space. The home is offered for \$449,500 by Kelly Crowell, sales associate at the Rockwell office of Coldwell Banker Residential Brokerage. The home will be held open from 1 to 3 p.m. today.

The spacious master suite includes a garden tub, separate shower, dual vanities and walk-in closet.

The home features a game room, an office, spacious secondary bedrooms with large closets and generously sized baths.

The outdoor entertainment area provides a spacious covered porch and an open patio.

For more information or to arrange a showing, contact Crowell at 214-924-3388 or kellycrowell@cb.com.

To attend the open house today, take Interstate 30 to Ridge Road and follow it to Heath. Turn left on Lawrence Drive at the three-way stop, then take the third left on Chaps Drive.



The custom home at 401 Chaps Drive in Rockwell's Las Lunas community will be held open from 1 to 3 p.m. today. It is offered for \$449,500.

ALLIE BETH ALLMAN

Regency Row residences offer custom floor plans



Regency Row features custom-designed doors, canopies and hand-forged carriage lamps from Putter Iron Works.

The four major homes of Regency Row at The Residences at The Ritz-Carlton, Dallas offer 6,300 to 7,400 square feet of living space. Regency Row owners have the ability to customize their own floor plans and finishes, according to Joseph Fitzhugh of Crescent Real Estate, developer of The Tower Residences and Regency Row.

"While each home bears the touch of Robert A. M. Stern, AIA's architect of The Ritz-Carlton Hotel and Residences, the final room arrangement has been left to the individual owner," Fitzhugh says. "This allows each home to become a personal expression of fine living, while giving only four owners the opportunity to complete in a personal style what is certain to become some of the most prized real estate in Dallas."

"Regency Row has a commanding presence along Olive Street," Kyle Carow of Allie Beth URBAN, exclusive listing agent of The Tower Residences at The Ritz-Carlton, Dallas, says.

The four-story residences are a modern re-creation of the quintessential urban brownstone, with entrances at street level and a courtyard entrance from The Tower Residences via the resort-style pool."

Each Regency Row residence has an enclosed garage with a high-speed elevator from the garage to each of the four levels of the homes, as well as a rooftop terrace with views of downtown.

"All of the amenities of The Tower Residences at The Ritz-Carlton, Dallas lie just beyond your door," Carow says. "Here you can experience unmatched service as you enjoy the resort pool, fitness center, services of the adjacent Ritz-Carlton Hotel Spa or the cuisine at award-winning chef Dean Fearing's namesake restaurant."

Within the 5-acre Ritz-Carlton neighborhood are landscaped grounds, shaded walkways and a pet park. Uptown area restaurants, galleries and shops are close by.

"The 5.2-acre urban Woodall Rodgers Park, soon to bridge Uptown and the Dallas Arts District, will bring Regency Row owners even closer to cultural amenities," Carow says.

For more information on Regency Row at The Ritz-Carlton Residences, where homes are priced from \$4.3 million, or on The Tower Residences at The Ritz-Carlton, Dallas, where condominium residences are priced from \$745,000 to \$4 million, visit the open house at 2555 North Pearl from 1 to 5 p.m. today or www.theresidencesdallas.com.

Thirty-five real estate experts discuss the world market.

Briggs Freeman | Sotheby's INTERNATIONAL REALTY

briggsfreeman.com

