

# PHOTOS SELL HOMES

## NAN HAVERTY

### 2505 HABERSHAM ROAD

Nan Haverty a top real estate agent at Beacham & Company, Realtors clearly understands that photography is the key to both buying and selling homes.

***What is the first question a buyer asks when looking for a home?*** – They ask for pictures. Photography generates an immediate reaction. That is the beginning of their journey.

***When you are listing a home, what is important?*** – My marketing expertise. The first step is to schedule a photo shoot with a professional photographer. Words and pictures must work together.

***What photographers do you work with?*** – I work with Ed Wolkis and Blayne Beacham. Ed is the author of *How To Take Photos That Move Houses*. His style is precise and his attention to light is magical. Blayne's style leans toward cool tones with lots of natural light using less color. She is recognized for being the creative director and photographer for The Beacham Series magazine.



***Tell us a little bit about the dog in the photo.*** – Ed Wolkis photographed this home. The golden retriever just happened to be at the right place at the right time setting the tone for the feel of the home – understated, yet chic. The natural light and warmth lead one to feel they are in a villa in Tuscany.

***What do you most love about this home?*** – I love the romantic feeling of this home intertwined with a sense of seclusion. It is a perfect family retreat located on one of the most prestigious streets in Atlanta.



*A photograph is usually looked at  
– seldom looked into. Ansel Adams*





**NAN  
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# IN TOWN AND COUNTRY

Written by Jessica Vaquera  
Photographed by Blayne Beacham & Ed Wolkis  
Layout by Rick Dallas

## 1631 WEST PACES FERRY ROAD

**Is this a new home?** – Yes, it was built by YM Derazi Custom Homes and photographed by Blayne Beacham.

**Tell us about the design.** – It is a European style home. It is called the Normandy Estate, a French manor built with beautiful fieldstone, a cedar shake roof and copper gutters.

**Tell us a little bit about YM Derazi.** – I work exclusively with YM Derazi. Both Shaba Derazi and Jim Meathe are extremely organized, paying close attention to every detail. They listen to their clients carefully, ensuring that their dream home will come true, by managing the project flawlessly. Whether it is a renovation, a new home, or a commercial build, YM Derazi always exceeds their client's expectations.



**Would this home be considered an estate?** – Yes. Blayne did a wonderful job in photographing this home as it was challenging due to the size and all of the different angles. The goal in this photo shoot was to present to the viewer a warm and inviting home on a large scale.



## 7955 Cochran Mill Road

A step away from Atlanta

**Is it unusual for an In Town agent to sell farms?** – My situation is unusual – as I split my time between

In Town and Country, being a co-founder of Serenbe. I am passionate about land. Land is finite. It is the most spiritual connection, photographing land at either sunrise or sunset, it just reminds you that God is present.

**How is photographing land different from photographing homes?** – Ed Wolkis photographed this landscape. It is important when photographing land to be precise about the time of day, the location

of the sun and the depth of the property. After the photo is taken there is a lot of work to be done to achieve this result.



## 1071 FOXCROFT ROAD

**Is Foxcroft a traditional home?** – It is a combination. Better said, classicism meets Keith Summerour as he renovated this home. Keith has a keen sense of both design and architecture. The best word to describe this home is simply elegant. Blayne Beacham did an amazing job of photographing this home. Her sophisticated style and attention to space and how it is used comes through in these photographs.

**What is unique to you about this home?** – Both the location and the privacy combined, as it is located in Kingswood, an Atlanta landmark for Atlanta families in the heart of Buckhead.



**What was your favorite photograph of this home?** – That would be a hard choice. I love the photograph of the back of the home and the outdoor spaces and the relationship between the two. It is so important as a realtor that the outdoor living spaces are highlighted, as they are used most often.

**In closing, it is apparent that you are passionate not only about real estate but about photography?** – Yes, I am. The photos allow a memory, whether it is a bungalow or an estate, there is an owner's personal story behind it. It is the person or family and our journey together that I remember the most, not the business transaction, but the relationships. ☺

