

Apartment Communities

A low-angle, upward-looking photograph of a modern apartment building. The building features a curved facade with a series of balconies or terraces that create a rhythmic pattern of lines. A prominent blue structural element, possibly a beam or part of a staircase, runs diagonally across the right side of the frame. The sky is filled with soft, white clouds, and the overall lighting suggests a bright, sunny day.

Mark Hiebert
Hiebert Photography

Apartment Communities

A photograph of a swimming pool. The pool's edge is lined with blue mosaic tiles. The water is clear, showing ripples and reflections. A red cushion is partially visible on the right side of the frame, resting on a white surface. The overall scene is bright and sunny.

Photographs by Mark Hiebert
Hiebert Photography

4 FT

5 FT

6 FT

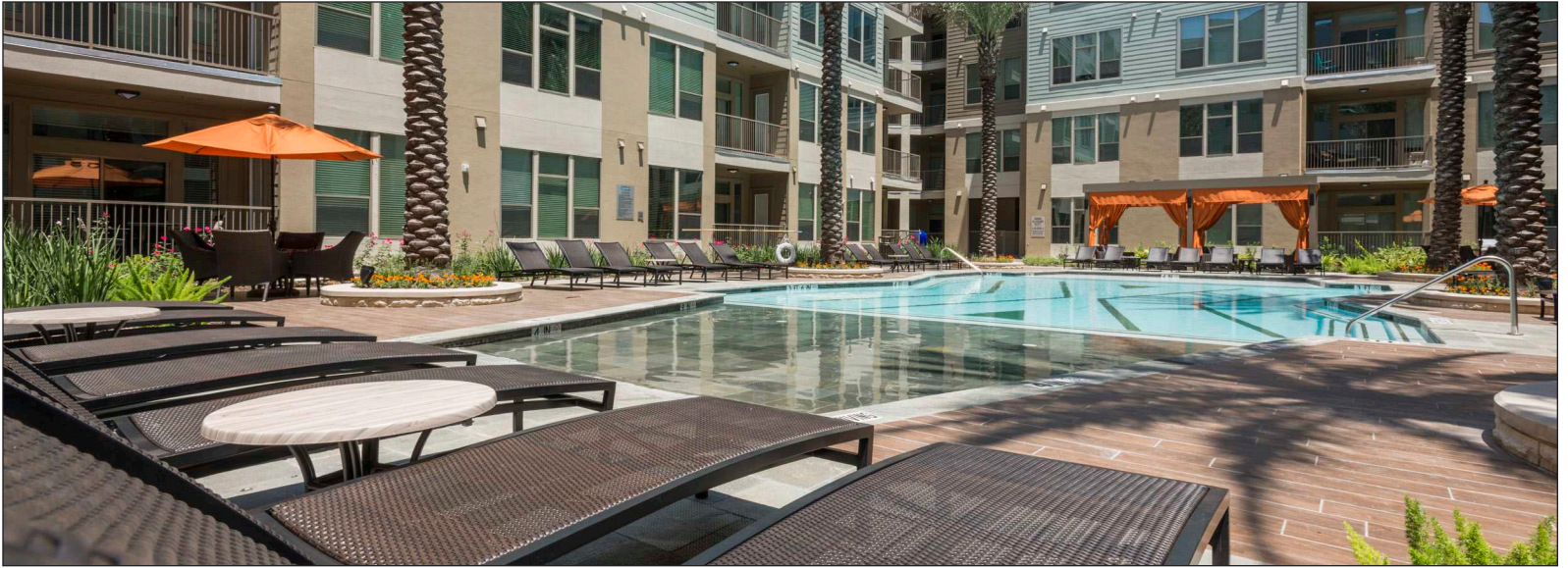
Apartment Communities

Photographs by Mark Hiebert, Hiebert Photography

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Pools



For most multifamily properties the pool areas stand out as defining element for the asset and as a key selling point for prospective residents.

From the standpoint of photography, pools and their surroundings provide opportunities to showcase the quality of the living experience.







WARNING
NO LIFEGUARD
ON DUTY

4 FT 4 IN





Spotlight: Cirque

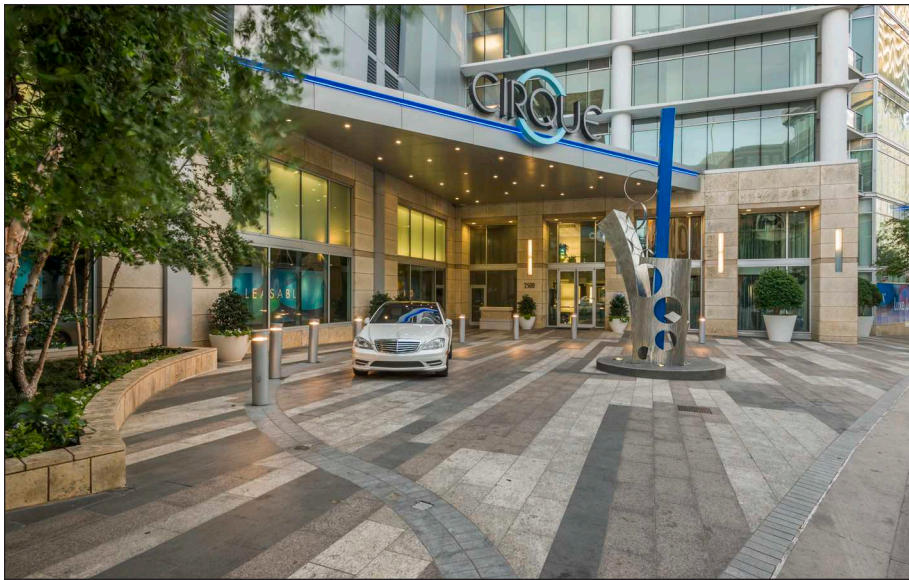
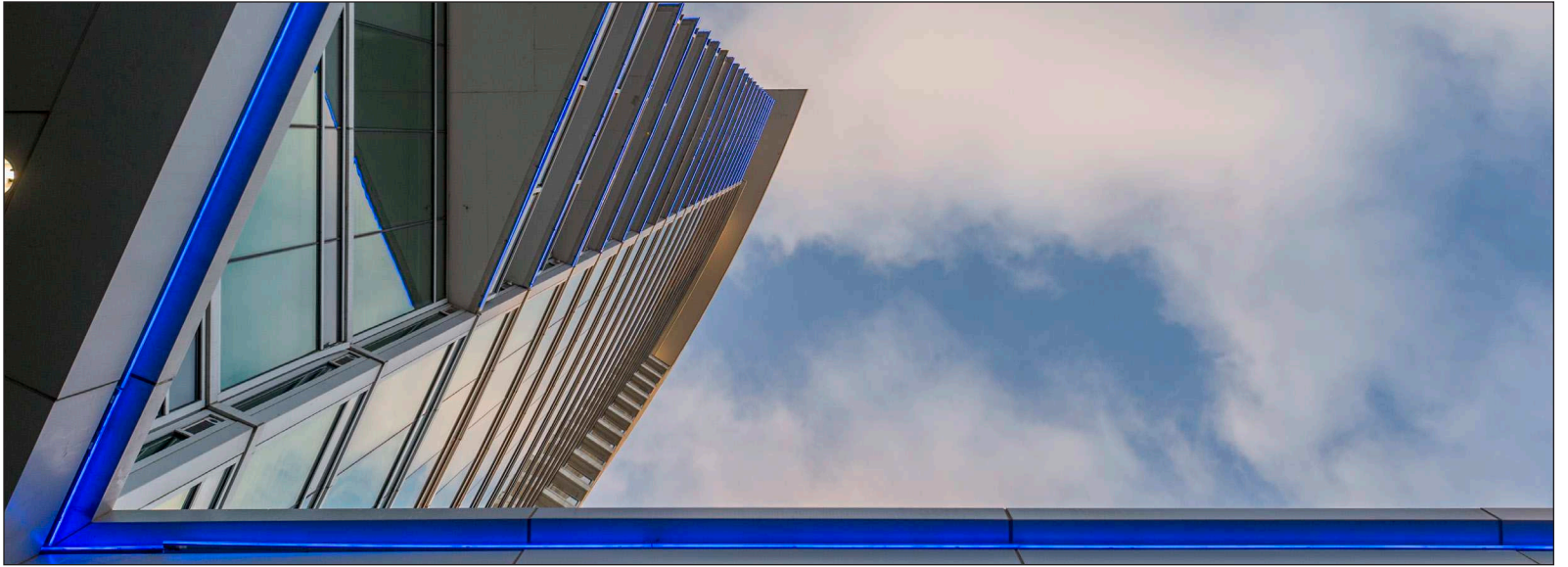


Located in Dallas, Texas, Cirque is a high-rise development. The photographs in the following pages were created for UDRT.















Exterior Views



Exterior photographs serve multiple purposes, including engaging prospective residents, providing documentation for renovation and insurance, serving as investor relations tools, and demonstrating how the architecture shapes the living environment.







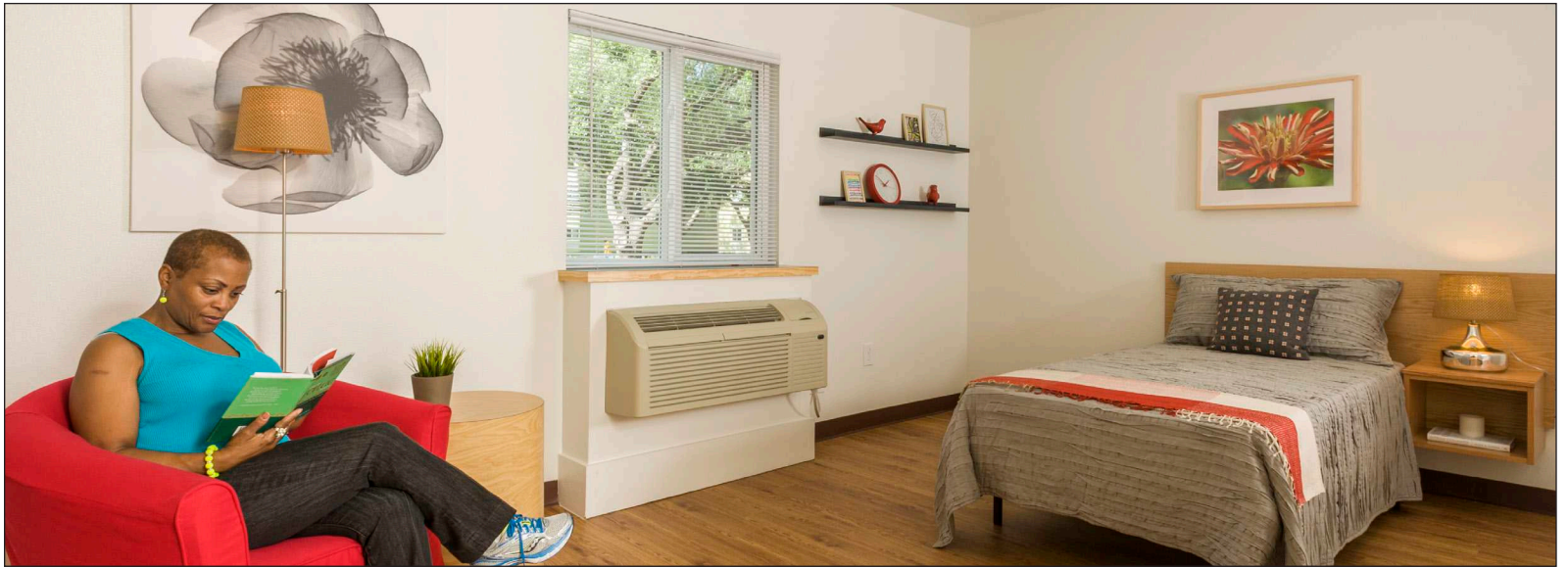
Spotlight: New Hope Housing



New Hope Housing began by developing Single Room Occupancy properties to serve low-income residents who would likely be homeless without the organization's innovative supportive housing. They have since expanded into properties that offer housing for families. New Hope Housing consistently amaze me for the quality of what they create and the innovations they apply in the process.

The photographs in the following pages are from two New Hope Housing SRO developments. Unlike most other multifamily photography projects, many of these images incorporate actual residents to both demonstrate how the organization serves its target clientel and to better show the scale of the properties relative to the people who call them home.

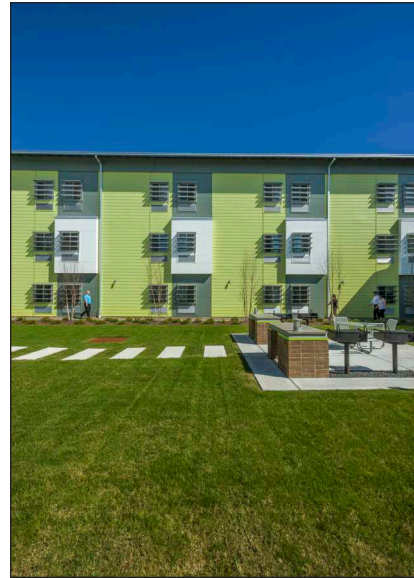
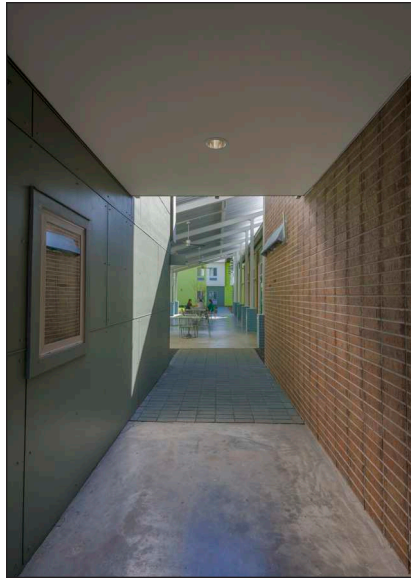
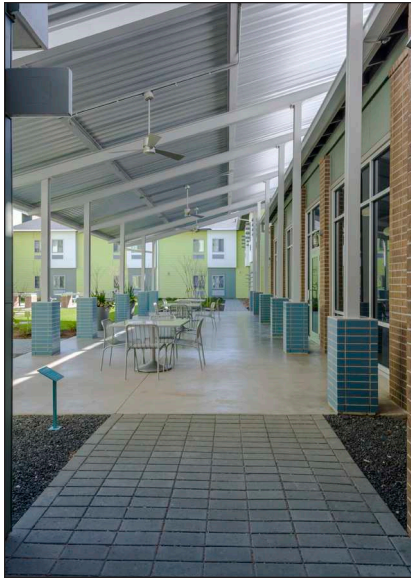
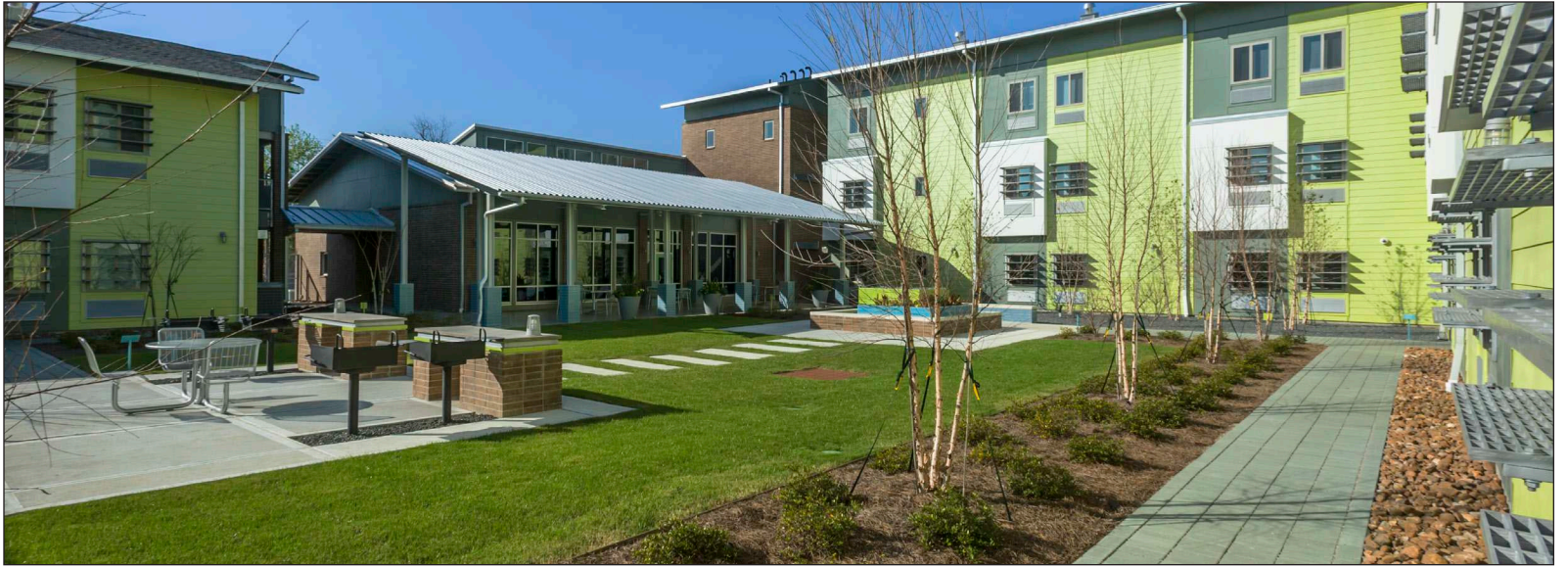












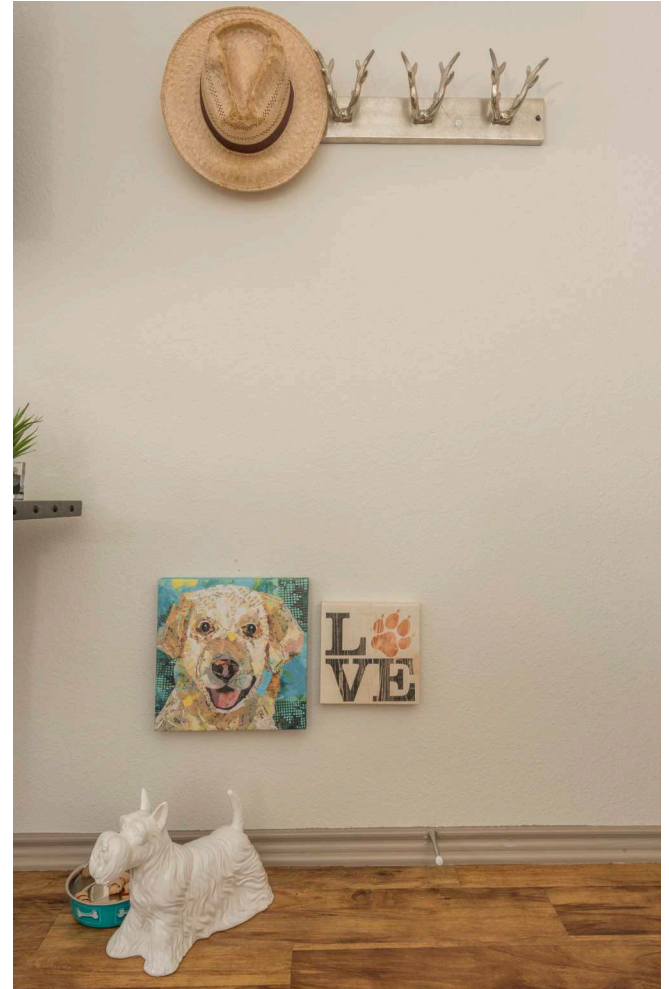
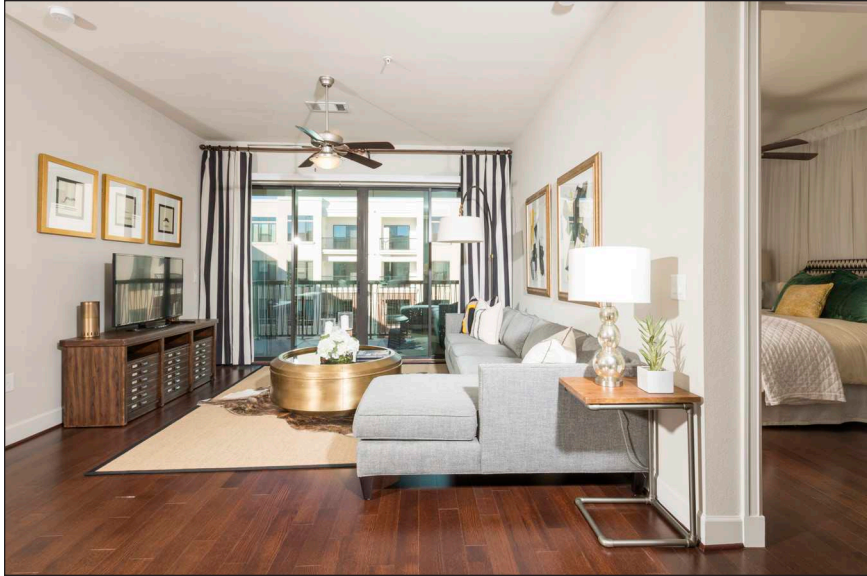


Model Unit Interiors

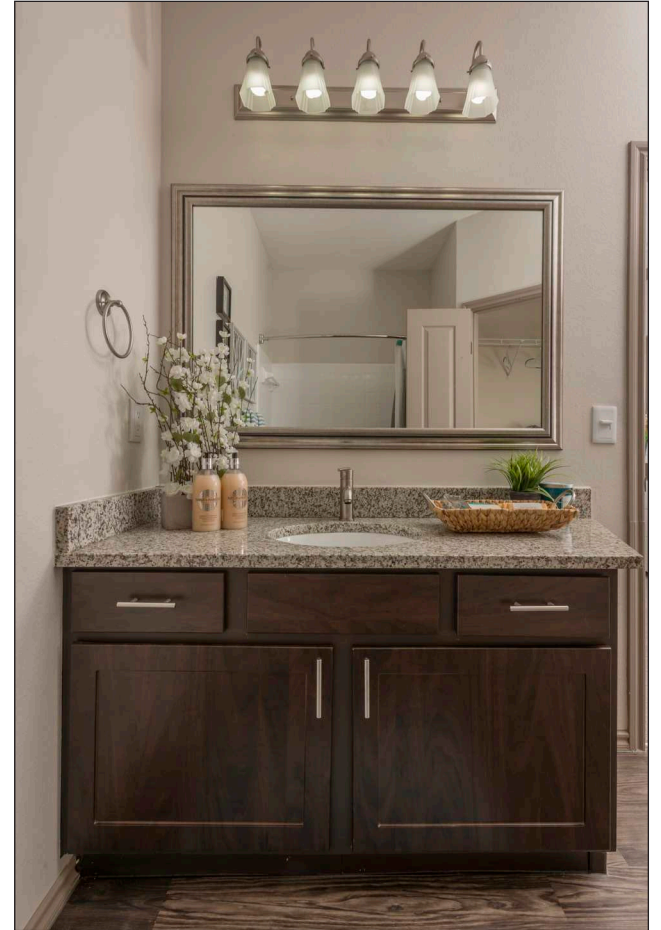
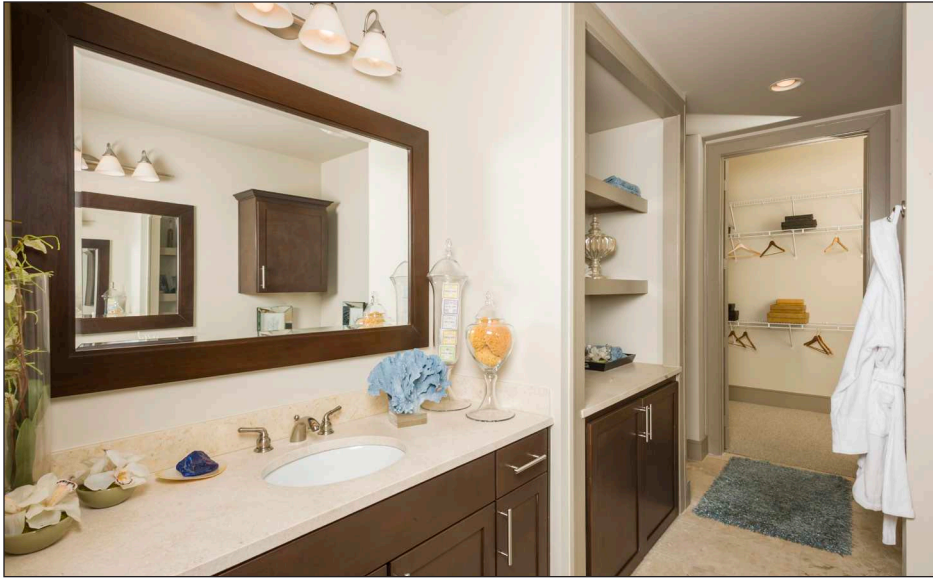


Model Unit Interiors present a variety of challenges for lighting and composition.

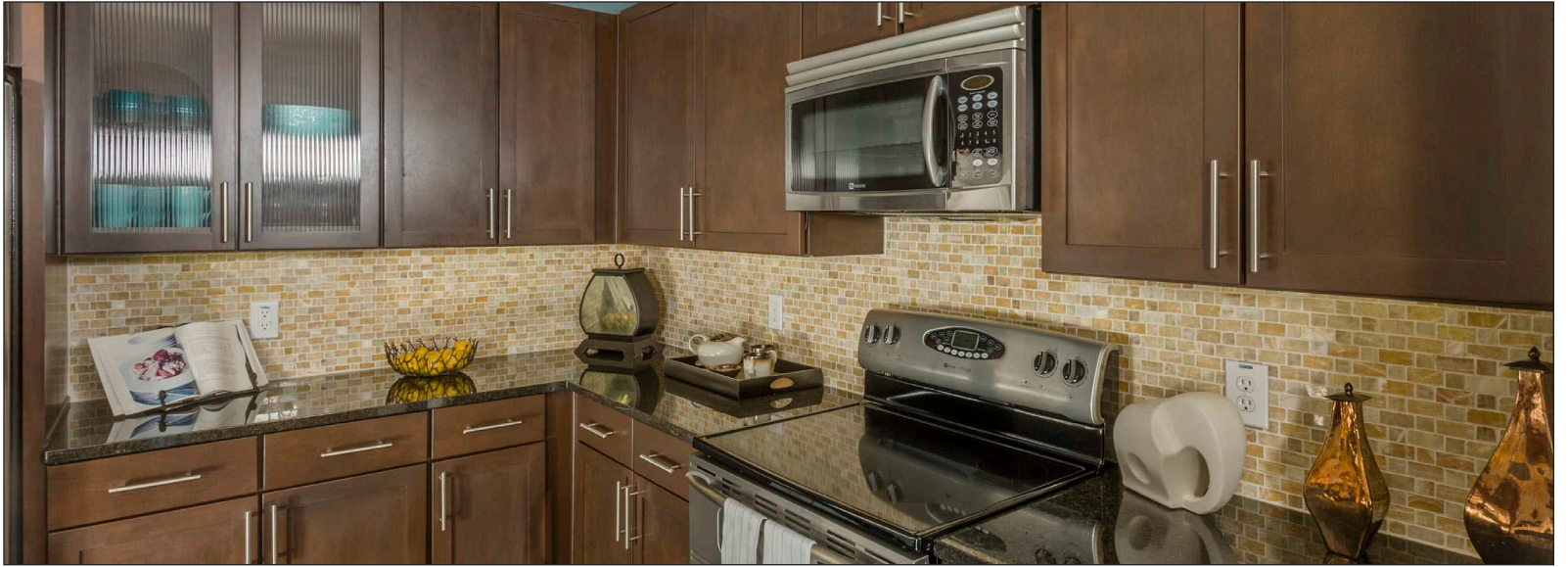




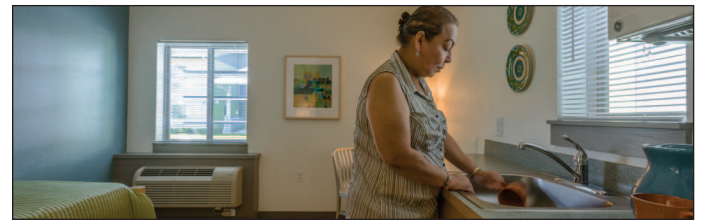




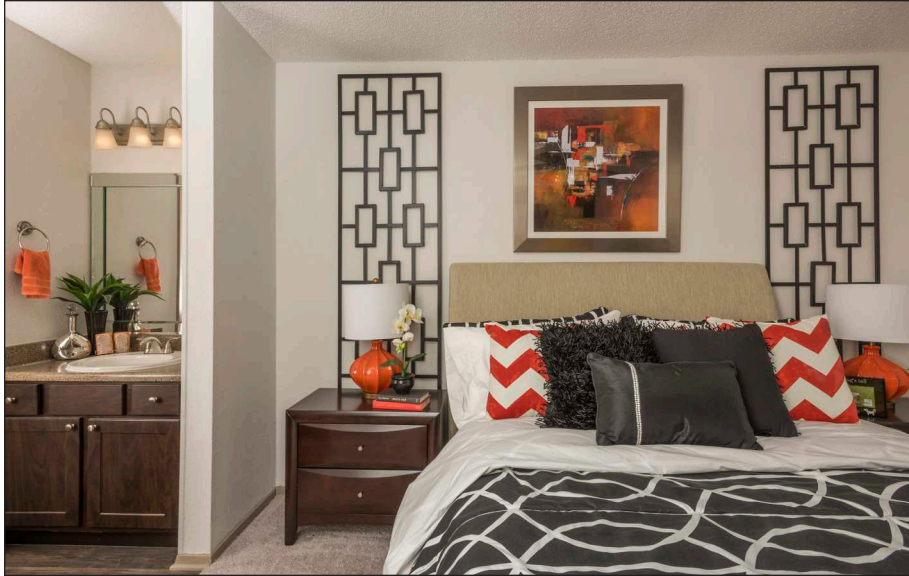
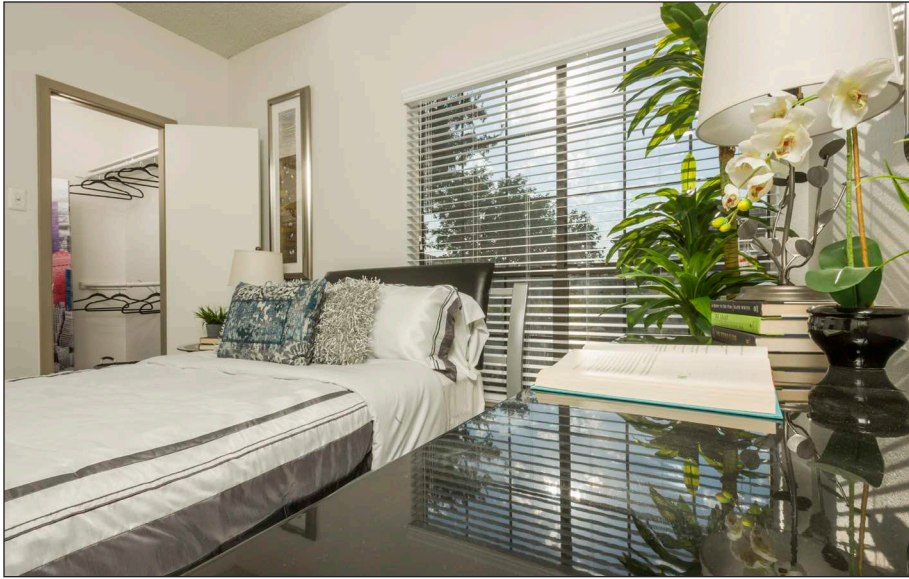














Leasing & Amenity Centers



Most often the first space that prospective residents encounter, Leasing & Amenity Centers set expectations for the quality of a property and the team that operates it.

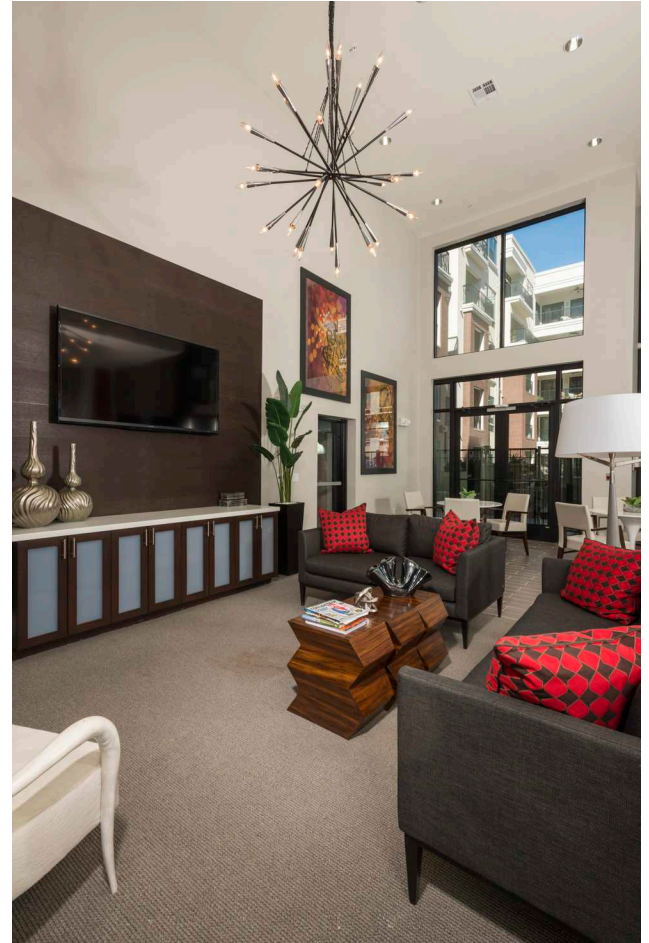
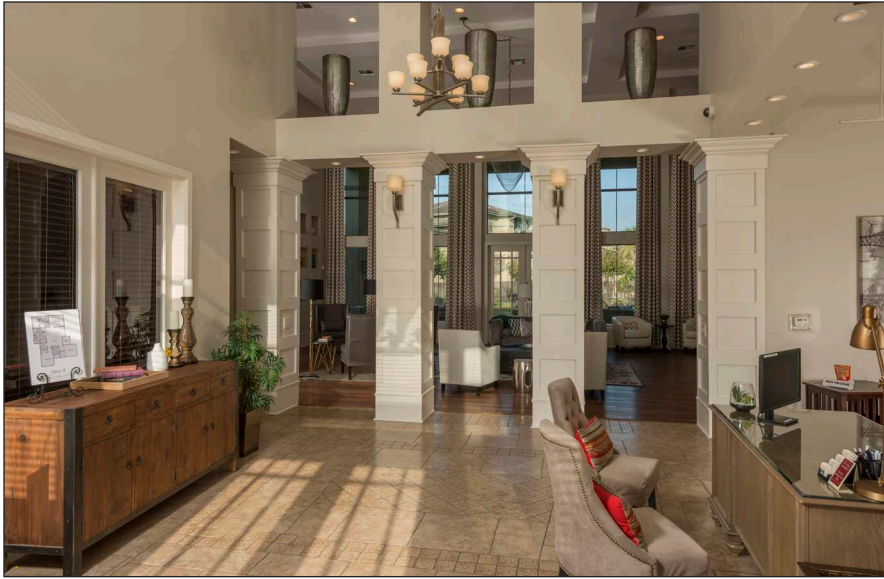
Sometimes expansive and luxurious, at other times compact and strictly purposeful, these spaces serve multiple connected purposes, and the photography that represents them ideally shows that connection.

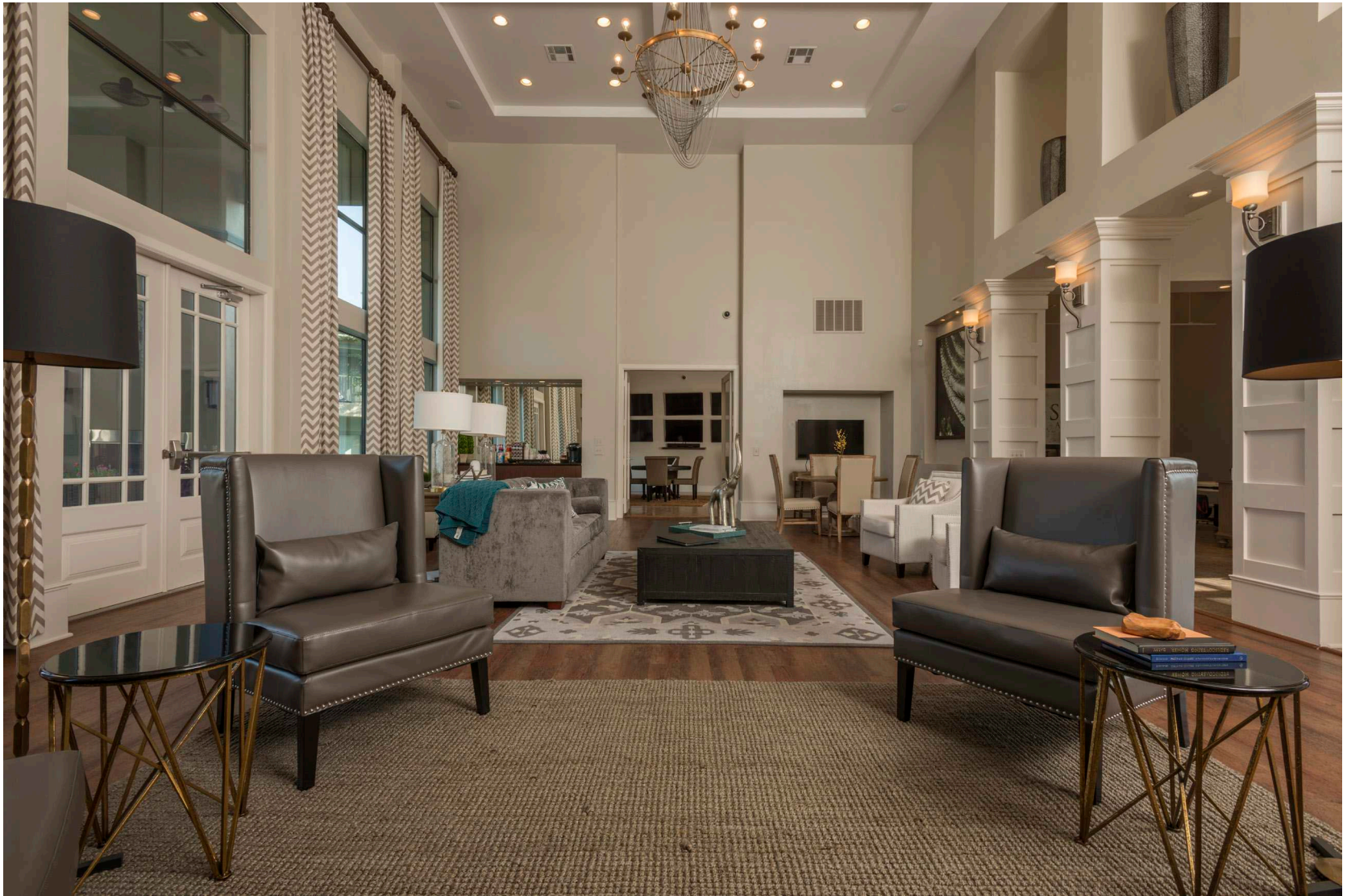


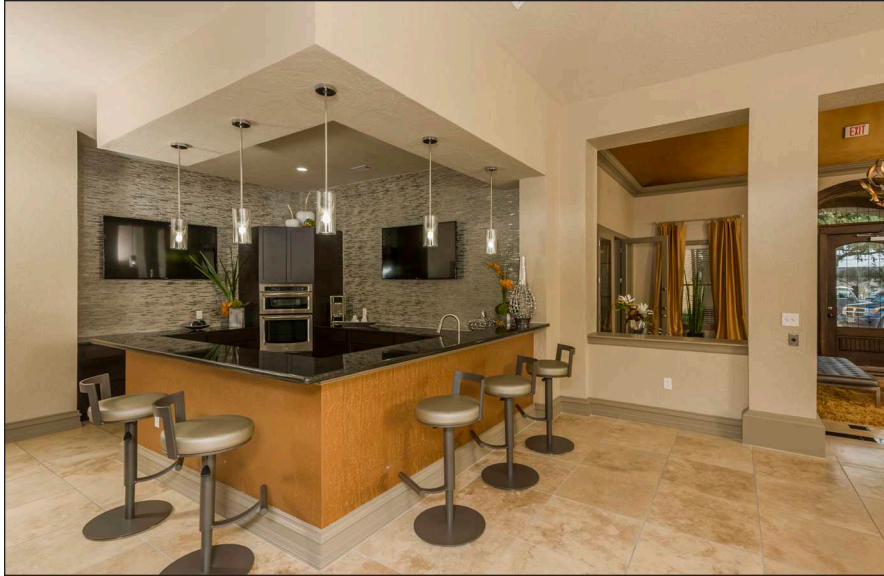
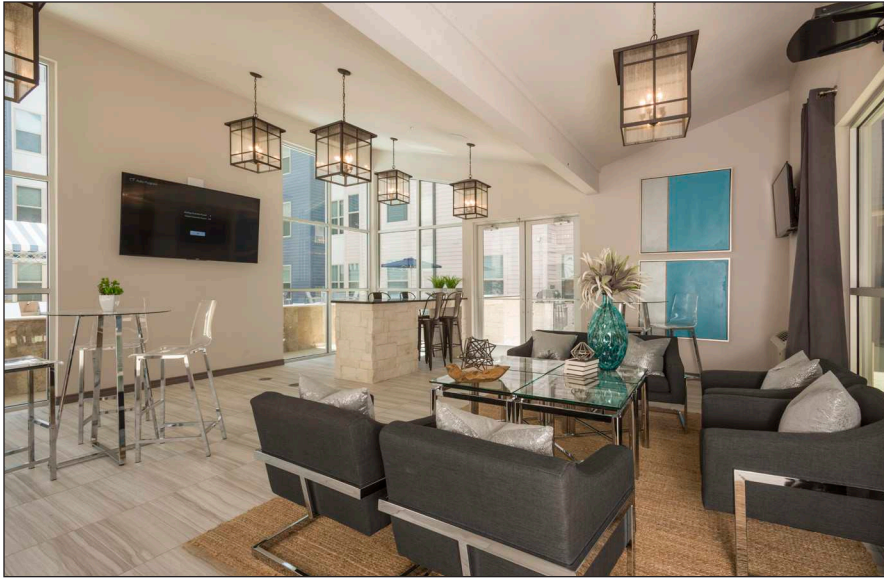










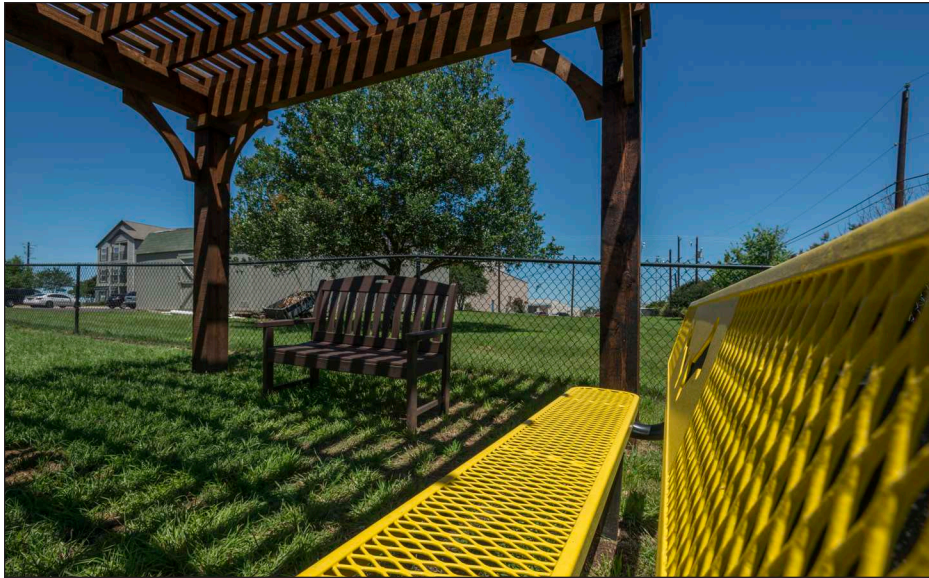
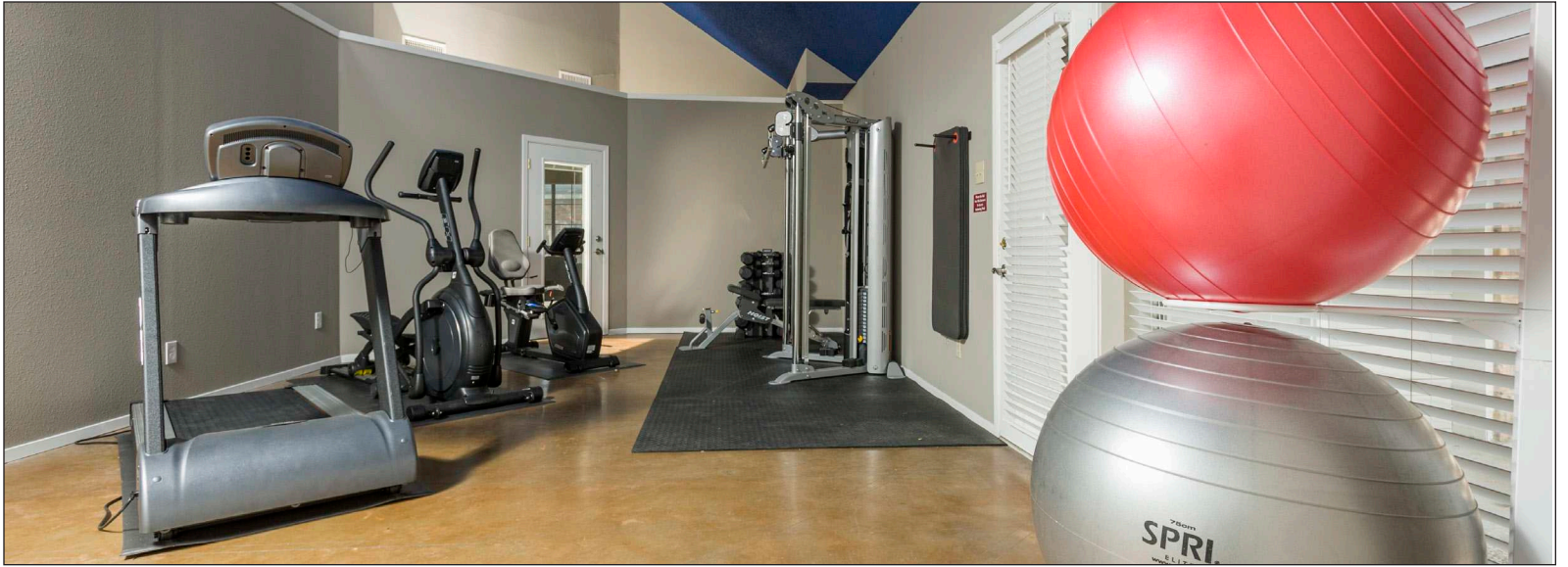




Fitness Centers & Other Amenities











About Mark Hiebert

The photographs in this portfolio offer a sample of what Mark Hiebert can create for you. Since 2000 Mark Hiebert has worked to produce the best possible results for multifamily property owners, developers, and managers, first on the staff of the Houston Apartment Association ABODE magazine and then (starting in 2005 with the launch of Hiebert Photography) for clients seeking a creative and quality-driven approach. Mark aims to deliver results that maintain a high degree of fidelity to the authentic experience of the spaces he photographs.

With a background in public relations, marketing, advertising, and business communications, Mark brings knowledge of branding and how the visual assets he creates for his clients apply across the broad spectrum of potential uses, from prospect-facing advertising to the investor relations materials that enable properties to be built and repositioned. Adding to that first-hand work in print, web, and social media production platforms, Mark delivers the results that serve the varied needs of the operations and marketing teams.

Based in San Antonio, Mark works throughout the Texas region and will take on projects throughout the continental United States. He is a proud member the Houston Apartment Association, San Antonio Apartment Association, Texas Apartment Association, and National Apartment Association in addition to professional memberships with the American Society of Media Photographers, the Professional Photographers of America, and the International Association of Business Communicators.

Additional work can be found online at www.hiebertphotography.com and www.hiebertstock.com. To learn more, contact Mark at mhiebert@hiebertphotography.com or 281-961-3014.

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Apartment Communities

A portfolio of of multifamily developments
photographed by Mark Hiebert

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