

Why Pay for Professional Real Estate Photos

Did you know that **92 percent** of homebuyers (according to Realtor.org) use the Internet as part of their home search? That means that **listing photos are a critical factor** — it will determine the selling price of a home, how quickly it sells and whether it sells at all. The single most important factor in selling a home is good photography.

The photos you choose to market your listings show up in many places:

1. NWMLS Listing
2. Website
3. Company Website
4. Listing Flyers
5. Online ad campaigns
6. Social Media
7. Over 300+ syndicated real estate websites that feed off MLS - Zillow, Redfin, Trulia, Realtor.com, etc.

Studies have found that good photography helps to sell a home faster and for more money. Keep in mind that with so much research performed online, a good photo can help to get a homebuyer through the door.

The first impression is essential. If homebuyers aren't sold on the images they see online, chances are they will move on. It can also affect their perception of a home prior to seeing it. A good photograph will have a positive emotion associated with the home.

Unless you are a professional photographer, don't take your own real estate photos. You might think to yourself: "I have a really good camera on my cell-phone". You might, but it will still look like you took the photo on your cell phone.



Here is what separates your cell phone pics from the work of a professional photographer:

Equipment

Professional photographers have invested thousands of dollars into their arsenal of equipment including wide-angle lenses that make small rooms look larger, tripods that eliminate any hand held motion and light sensors to get just the right look for each room.

Composition

In photography, it is all about lighting and angles. A great photographer can bring out the best features of a home by mastering angles and lighting. Good photographers strive to capture the right angles to make a home as desirable as possible. This means shooting with a tripod, shooting at the right level and using either available light or adding lighting to certain areas of the home, which will ensure that each room in the home looks extremely desirable.

Post Production Editing

Post-production is the art of choosing the right photos and enhancing them. The homebuyer will not be given all the raw photographs; instead, they will be presented with the final edited photo selections. Editing typically includes cropping, tweaking lighting, adjusting brightness, filtering contrast and a host of other tools to get the photo looking just right.

A potential homebuyer will not be thinking about *why* they love a photo; they will only know they love it. Offering a home seller professional photography has a tremendous value not only for them, but for you the agent, as well. Professional photos are the foundation and backbone to any real estate marketing campaign. Showcase your skills as a real estate expert and hire a professional photographer. You don't need to spend a lot of money. Expect to pay between \$100 and \$250 for a typical home, more for larger homes with more rooms and features. You will usually receive 20-25 fully edited photos at a minimum.



Here are two professional photographers Summit Properties NW utilizes:

Darryl Eng

Darryl is also a licensed Real Estate Broker. Ask him about his \$99 1st and 5th photo shoots!

<http://www.darryleng.com/listingphotos.aspx>

Darryl's phone #: 206-938-6854

Darryl's e-mail: darryleng@earthlink.net

Dave Kronstad

In addition to being a professional photographer, Dave has been an international model with shoots all over the world. He is as comfortable in front of the lens as he is behind it.

<http://www.davekronstadphotography.com>

Dave's phone #: 206-890-3712

Dave's e-mail: davekronstad@gmail.com