

# Today, Your 'First Impression' is Your Online Photos

## Do They Capture Your Buyers' Interest!



## Is it worth the Risk?

Are unprofessional photos can be costing you thousands in referrals and negotiations with comparable listings?



## Make your buyers look twice!

In the past, before people really used the internet; brokers would be showing their potential buyers a book of listings then driving them around to view properties. The first time they really viewed the property was at the curb, so curb appeal was the first impression. Now, with the vast improvements of the internet, your potential buyers' first impressions of your listing - and of you as well - is when they sit down at the computer and make a listing search. **Next to listing a property on the local MLS and the internet, making the property look attractive to buyers is the most important thing an agent must do.** With 80% of home buyers shopping for a home online (according to the NAR), the way your listings look is an important factor, if not the most important, in generating buyer interest. It's no secret, better-presented homes get more traffic and more buyer interest, therefore selling faster. **More than ever, your listings must stand out from the crowd.**

Whether a listing is a million-dollar home or a fixer-upper, we will bring out its best. Proper lighting techniques, good composition, extensive knowledge of the software will ensure your listing looks its absolute best - while staying true to its actual condition and features.

## Can You Afford it?

**The real question is can you afford not to?** With current market conditions, smart and demanding buyers, FSBOs, and the local competition, your marketing dollars need to sell your listings. Apart from staging, no other marketing investment is as important as professional photography in marketing a property effectively.

Which image shows best shows the beauty of this home? (This is the actual listing photo that was replaced.)

In addition, once made aware of the impact of professional photography in making their biggest investment so much more attractive to buyers, a large number of sellers are glad to take on the small investment themselves, if already not provided by their agent.

## Professional Photography Attracts More Views

Listings of homes with photos taken by professionals have about **61% more views** than listings without—and that's across all price tiers, according to research from Redfin, a real-estate brokerage firm.

*"When people are searching for homes, they search by price range, location [and the numbers of bedrooms and bathrooms]. But then once they have the list, the visual piece becomes a larger and more important part of the decision," says Jani Strand, spokeswoman for Redfin. "Photos are the first impression, and can generate interest and excitement, which leads to good offers." WSJ August 26, 2012*



## Online Appeal -

Like curb appeal drew in passers-by in the past, today, online appeal draws in buyers looking at properties online. When 80% of your market is making a decision on whether or not they would be interested in your listing on line, it's not a trend anymore. It's where your market is. Agents cannot rely simply on curb appeal and newspaper ads to sell. Buyers have lots of options, they're well informed, and they demand to be impressed.

## Benefits for Agents:

- The Potential clients are not just forming impressions about your listings they are forming impressions about you and the type of work you will do for them.
- Sell faster, with less work.
- Get more representations by offering a higher level of service to sellers.
- Be more competitive. Offering professional photography sets you apart from the competition.
- Market more efficiently to FSBO's. We work with Agents exclusively.



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