

Does Your Realtor use Professional Photography?



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1 | Introduction

First of all, there is absolutely no question as to whether you should have a professional photographer take pictures of your home when you choose to sell. It frustrates the life out of me when I view listings online that include poor, amateur photographs to display the home. When we are selling property with a price tag in the hundreds of thousands, if not more (Yes, there are currently Million Dollar plus listings available that have amateur photography), we need to showcase that property the best way possible.

When I see amateur photographs on active listings, my initial thoughts go out to the seller... they could, and should, have it so much better! Afterall, professional photographs should be fully inclusive as part of the marketing plan for your home and your Realtor should cover all the costs.

So, let's dive into the reasons why you should always demand that your realtor provides professional photographs when selling your home.



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2 | You Want to Get Noticed

It probably goes without saying but when it comes to selling your home, you want people to notice. Initially, the most important strategy is to attract the attention of as many people as you can, and in this day and age, the vast majority of people have their attention consumed by what's in the palm of their hand. The time of rapid swiping is upon us and we need to provide attractive visuals that not only grab people's attention, they hold it.

The importance of great photographs can never be overlooked. According a study performed by the National association of realtors, 87% of home buyers stated that photographs are the most important feature of a real estate search website. Have you ever found yourself scanning a real estate search engine and before you know it, you're 12 photos into a home that you had absolutely no intention of looking at? That's exactly the impact we're looking for when we use professional grade photography. Also, it doesn't matter what the ticket price of the home is, they all deserve pro photo's. Below is a picture of a modular Home. The photographer has done a great job of making this \$140K Home look incredibly attractive.



3 | Stand Out From the Crowd

When you're having your home showcased it's vital that it stands out from the crowd, especially in a buyer's market where potential buyers have multiple option to choose from. A great photographer knows this and has the ability to get creative.

Perhaps the most important picture is the front exterior shot of the home. This is typically the flagship picture and used most often across all marketing materials. We really need this picture to stand out. One method that a great photographer will use is to twilight this photograph which can be performed naturally or digitally. A twilight photograph will attract the attention of the viewer far more effectively than a standard daytime photo, and this is critical when buyers are scanning through hundreds of thumbnails. We need that buyer to stop, take notice and feel the need to see more.



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4 | Sell For The Highest Price

Yes, it's true. Homes that are showcased with professional photography sell for more money. A study by NAR discovered that homes in the \$200K to \$1M range actually sold for \$3K - \$11K more on average than homes that had amateur or no photographs. That's astonishing, but it really does prove the theory of perceived value, and remember a clean car always looks more expensive than a dirty car!

5 | Sell Your Home Quicker

Yes, this is also true. The same study found that homes with high quality photography sold on average 32% faster. And as time goes on, and equipment and tools become better and more sophisticated, online platforms become more robust, and augmented reality (AR) and virtual reality (VR) expand into our industry—We might just see that level of perceived value increase as well.



6 | What to Consider: **Licensed?**

You'll also want to make sure that the photographer is properly licensed and insured in case of any damages that may occur as a result of any accidents. Some properties will benefit greatly from drone photography, you'll need to ensure the photographer has a recognised drone license and has the ability to pilot the drone safely.

Also, when using high-end professional music or content for your listing, make sure your photographer has the license for those pieces of content to ensure you can post your marketing content Online without penalty.

7 | Professionalism

When hiring a photographer, take a look at their track record for real estate photography. I see a lot of photographers coming into the real estate market because it seems like a quick buck. So, you'll want to watch out for people who shoot weddings, engagement photos, lifestyle photography, or family portraits because the techniques for shooting and editing are completely different. Ask them for some samples of work if they have any.

8 | Conclusion

There you have it. Professional photography is a vital component of a successful home sale and should never be overlooked by you or your realtor. Now that you know its importance, do not settle for anything less than professional photography when it comes to selling your home. Oh, and remember the best part, it shouldn't cost you any extra money!

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If you would like anymore information or advice on selling your home, please get in touch. I'd love to help!