

A Picture is Worth \$1,000 or More

According to a new analysis done by Redfin Corp., a Seattle-based real estate brokerage, real-estate listings that feature photographs taken with the higher-end DSLR cameras favored by real estate photographers and photography enthusiasts tend to do better than those who use photos from cheaper point-and-shoot cameras.

Not surprisingly, listings with better photos command higher asking prices: If you believe your home is worth the investment of good photography, you'll probably ask more money for it. The surprising part is that the tactic works! At the closing table, listings with nicer photos gain anywhere from \$934 to as much as \$116,076 – as measured by the difference between the original asking price and the final sales price – over listings using photos from point-and-shoot cameras.

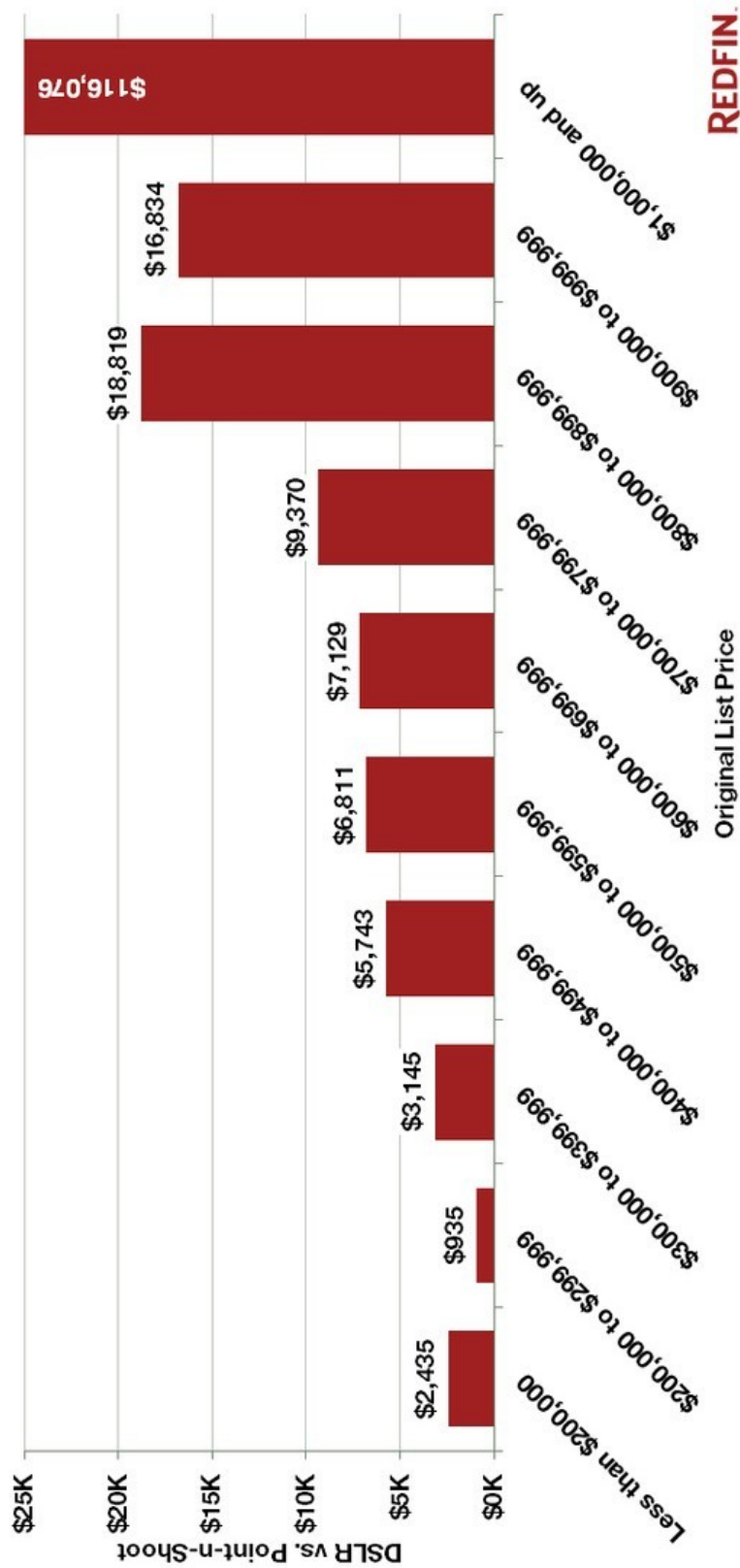
Curb appeal will always be important. But today, buyers are busier than ever and may not have the opportunity to do a 'drive-by' to see the exterior of the house. Instead, the first impression most buyers most often get of a home is from the photos in the MLS listing which they automatically receive from their agents or from their search online. With limited time and countless listings to review, buyer will quickly '*move on*' instead of '*click on*' if the photos don't reflect well on the property.

Using high resolution photos (no, iPhone, iPad, Tablet, or Smart Phone photos do not qualify as high resolution) in a real estate listing is a necessity. No matter whether the house your selling is listed for \$200,000 or for \$2 million, the value to the end user is now found in their ability to see bright, crisp, and beautiful photos of the home.

A Picture is Worth \$1,000 or More

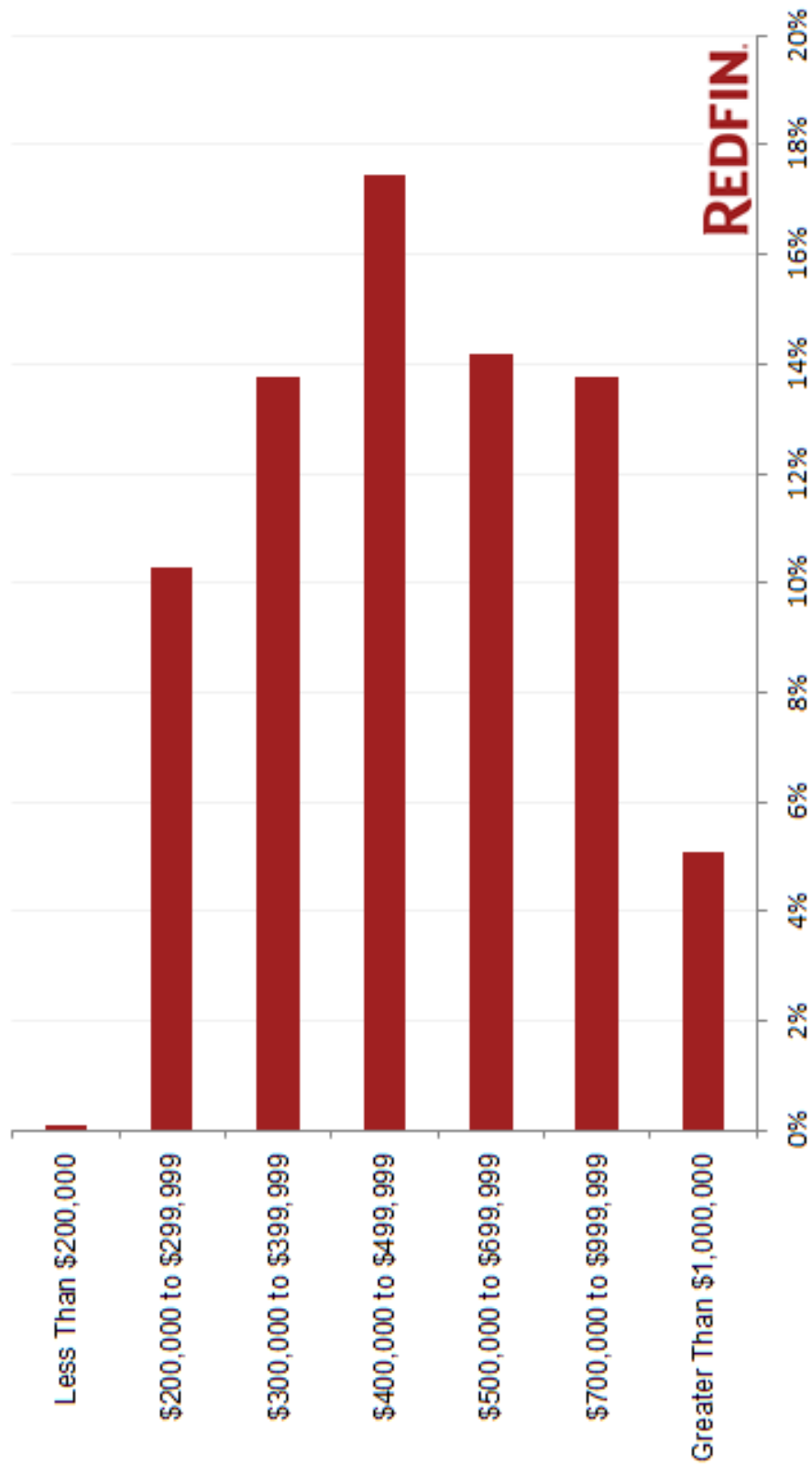
The DSLR Advantage

How much more do listings shot with DSLR cameras sell for?



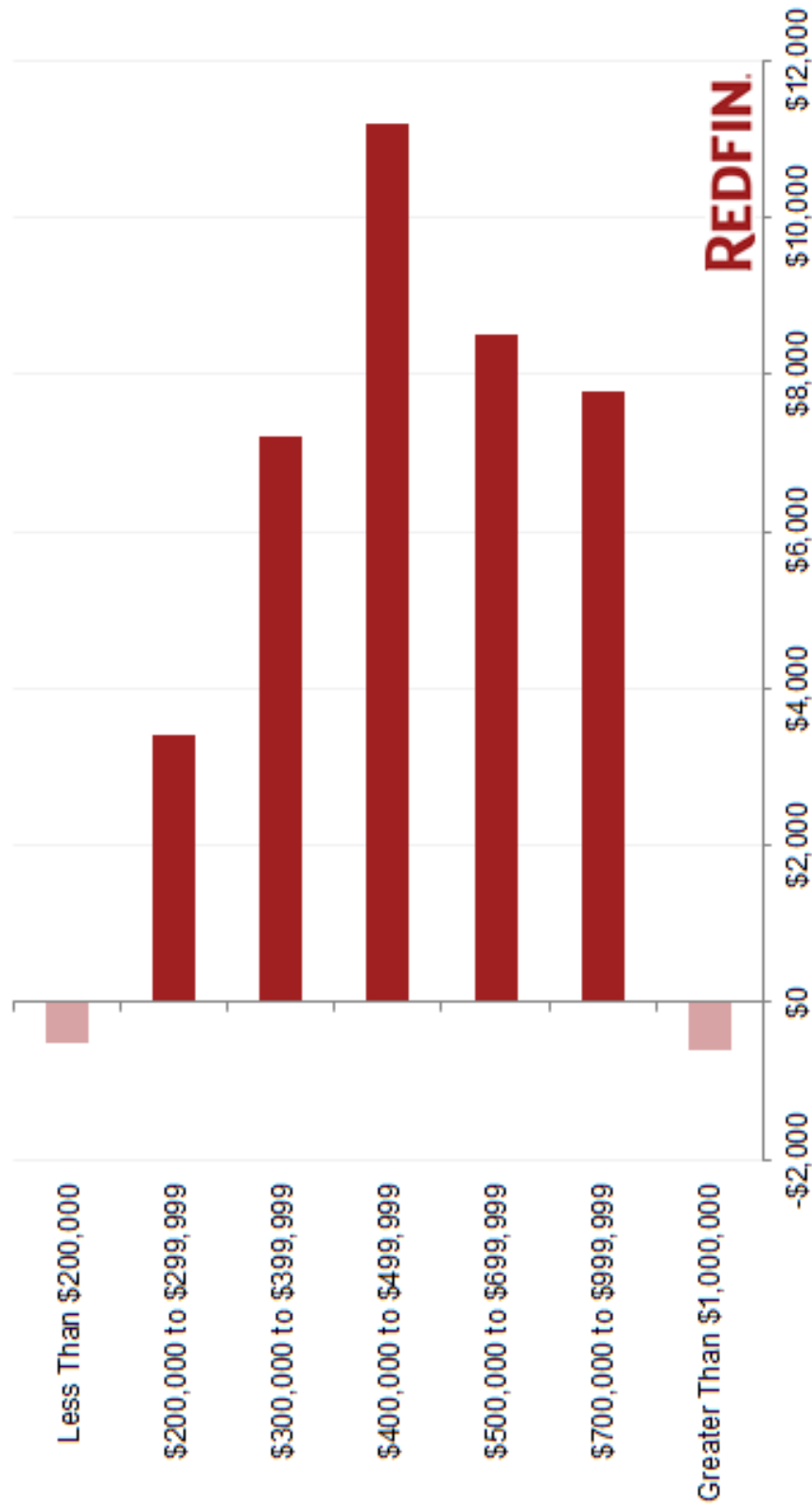
A Picture is Worth \$1,000 or More

How Much More Likely Are DSLR Photo Listings to Sell



A Picture is Worth \$1,000 or More

Sale Price to List Price Advantage For Digital SLR Camera



REDFIN.

A Picture is Worth \$1,000 or More

How Many Days Faster Do DSLR Photo Listings Sell

