

# Why You Need Professional Photos to Help Sell Your Home

Looking to sell your home quick – and for top dollar? The photos your real estate agent posts online might make the difference, so using a professional photographer to help you market and sell your home is a must.

In an internal case study, IMOTO – a company creating real estate photography for both sellers and real estate agents – compared 350 listings using their professional photography against 350 similar listings in the same ZIP code.

Listings using IMOTO's professional photography sold 50% faster and 39% closer to the original listing price than similar homes without professional photos.

The statistics department at Latter & Blum, a New Orleans-based real estate agency, also found listings using IMOTO's professional photography were viewed 118% more than comparable listings.

And while professional photography may help you sell your house faster – or for closer to list price – it still all depends on who you hire and how you use the photos.

## **Finding the Right Photographer**

For real estate photography, you'll need a specialized photographer.

A lot of professional photographers seek to create artistic renditions. However, you really want photos done from the perspective of marketing and selling the house.

To find the right photographer, take some time to look through portfolios of real estate photos done in a style you like.

Once you find a potential photographer, ask him or her what equipment he or she will be using. Having a full frame camera is very important. Inferior equipment can create distortion.

And don't overlook software. Most photos are enhanced after taking, and a good photographer should know what software to use to create the best-looking photos. Most professional photographers will use either Lightroom or Photoshop.

### **The Photos You Need**

To make sure you're getting the most for your money, you'll need photos that appeal most to home buyers. The first photo a photographer should focus on is the exterior of the house. That first photo is the most important photo, because it's going to be highlighted in the search engines and on websites with real estate listings.

After you have an enticing exterior shot, make sure the photographer covers these key area that will help sell your home:

- Living Room
- Kitchen
- Master Bedroom
- Dining Room
- Family Room
- Bathroom(s)
- Children's Bedrooms
- Guest Bedroom
- Unique features such as mantles, leaded-glass windows, or built-in bookshelves
- Small area such as half-baths and laundry rooms

## **The Small Bathroom Test**

To get a really good idea of what a photographer is capable of, look for photos of small rooms.

A great way to see if a photographer is capable is to see if there is a photograph of a small bathroom such as a half-bath. Those are very tricky to take, and will not show well if he or she is not a good photographer.

If the photographer you're considering doesn't already have a similar photo in their portfolio, ask them to take one of your half-bath.

## **Multiple Listing Service (MLS)**

And don't forget to consider how your real estate agent will use the photos. Many listings are posted in the Multiple Listing Service (MLS) which handles photos differently than other property listing databases.

The MLS system best shows off horizontal photographs. A good photographer should have an understanding of that.

## **Online Photos Have an Impact on the Effectiveness of Marketing a Property**

According to the *2007 NAR Profile of Home Buyers and Sellers*, images are one of the biggest reasons Internet marketing has become so popular. And, according to a *2006 Pew Study*, 80% of Internet shoppers say images are imperative when deciding to buy or use a company's product or services.

Home staging and professional photos of the property are the first – and quite often the only – impression you have to make to the majority of homebuyers who are searching online for homes for sale.