

REAL ESTATE PHOTOGRAPHY: THE IMPORTANCE OF THE RIGHT IMAGE



SPOTLIGHT
MEDIA GROUP

HOW DOES A PHOTO MAKE A DIFFERENCE?

Since finding a plethora of listings is only a Google search away, potential buyers have a wide range of options to browse through from their own screen.

So how do you get ahead and make your listings stand out?

According to [3M's study](#), visuals are **43% more effective**, proving that images make all the difference when it comes to selling. So if a picture is worth a thousand words, getting the perfect images is key to selling faster.



WHY GREAT PHOTOS ARE A GAME-CHANGER IN REAL ESTATE MARKETING



Knowing how vital images are, the right photographer can bring your clients to view your listing before a competitor. It will allow viewers to visualize themselves in that house, admire its beauty, and contribute to their decision of whether the property is a good fit for their needs.

Michael Yates, the marketing director at Virtulance (a real estate photography company), said, “Without a doubt, professional photography is the most critical element of your listing marketing strategy. 86% of homebuyers state that listing photography is the #1 reason why they decide to view a home, yet only 35% of Realtors use a professional photography solution.”

Using professional photography is the best way to put your listing at front, ultimately leading you to get more showings, offers, and a higher sale.

THE BUYER'S INVESTMENT

When someone is looking for a new place to live, or making such a major purchase and life change, “there’s almost always a major life event happening at the time of the home purchase. Your client might be going through downsizing, upsizing, divorce, getting married, having a baby, etc.,” says Debra Beagle, co-owner and Managing Broker of Ashton Real Estate Group. This is why it’s so important to learn what each client is specifically looking for when they want to make a home purchase.

Having the best photos allows your client to visualize who they’ll be if they live in that house, and what kind of lifestyle they will have. Providing the picture-perfect perspective offers a glimpse into the potential life they could lead.



SHOULD YOU HIRE A PROFESSIONAL PHOTOGRAPHER OR DIY



The answer might seem obvious, but there are pros and cons to both sides.

A professional photographer is a guaranteed way that you'll get top-notch photos that make your listing high-quality, and increase your brand recognition.

For example, if you are a seller's agent, potential clients are more likely to trust you with selling their home if they see you take time and care into listings.

So unless you have photography experience, sticking with a professional is the best way to go. But if you're still not sure which way to go, let's take a look at the pros and cons.

PROS

1. Listings will sell faster

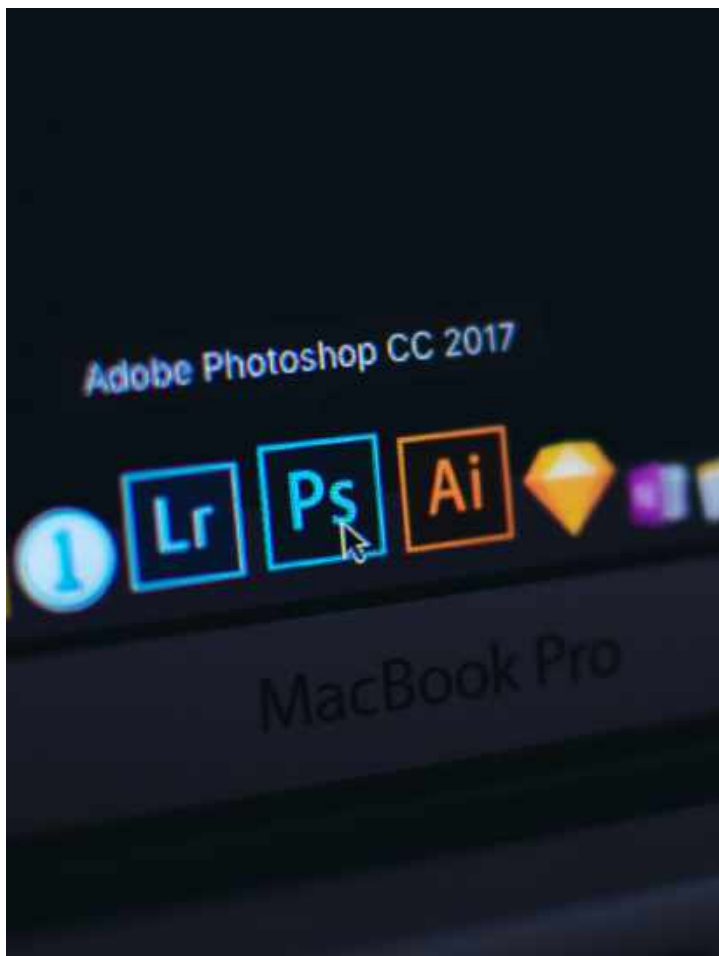
You don't have to just take our word for it—according to a study done by VHT Studios, professional photos sell homes 32% faster.

2. Photographers know how to frame a room

Rooms vary in size, style, and amount of light. This can make them difficult to photograph or know which angle will make it look more inviting. Professional real estate photographers are trained on working with small spaces, such as using a wide-angle lens, and get the best lighting that will improve post-edits.

3. Specific tools and programs

Photographers will already have the right equipment to handle any problems a property may have. They know which settings are the best to capture a variety of lighting in, time of day, and have the right software to enhance photos to edit them.



CONS

1. False expectations

Though having the best equipment that comes with being a real estate photographer makes a huge difference, using a wide-angle lens might have a room appear better than it is in real life. You have the risk of disappointing a potential buyer when they see the property in real life.

2. Upscale photos take longer

Using a professional means that more time and planning is involved. You'll have to schedule the photoshoot ahead of time, then allow additional time for editing. If the photographer is freelance, and also does editing or pays another company to edit, the timeframe may vary. With Spotlight Media Group, our photographers work remotely, then our in-house editing team has a one-day turnaround standard, or even same-day rush editing option available. This means you'll get your photos ASAP, so you're able to list and sell the property faster.



When it comes to a DIY approach for photos, there's a different set of pros and cons to consider.

PROS

1. Cost effective

Taking the photos yourself is a great way to save on cost, and avoid unexpected surprises from the photos.

2. Image rights

When you take the pictures of a property, you own the rights to those photos. In other situations, photographers may protect the rights to their photos so that they can only be used through the listing you make.

CONS

1. Image quality

Images will come out better and more dynamic with a photographer. They are trained specifically on how to capture a home in the best way, which is something that without training you may miss out on.

2. Takes up time

Setting aside time to take photos means scheduling out a day and time to shoot your photos, and then edit them. This is valuable time you could spend on other marketing efforts, connecting or following up with clients, or working on closing more deals.



WHAT'S THE COST FOR A REAL ESTATE PHOTOGRAPHER?

The cost for a real estate photo shoot varies from state to state. You might also consider what type of property, the size of it, amount of photos you want back, and time of day. Add-ons, such as drone images or a virtual tour also play an influence.

Depending on the photographer or company, payment options vary too. You might be expected to make a deposit ahead of time, full payment up front, or the payment may happen upon completion.



How do you find a photographer?

Spotlight Media Group is a trusted name brand for real estate photography for the past ten years. What started as Spotlight Home Tours then branched out into digital marketing services as well, becoming under the umbrella of Spotlight Media Group. We have several photographers trained on all the aspects of multimedia, from photography, to aerials, to 3D tours and cinematic video.

We hope this guide has give you some tools on how to get started with social media in real estate!

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