

# Professional Real Estate Photography

Because it matters... Did you know that over 95 % of all prospective home buyers start their search on the internet.. And did you know that what they look at is PHOTOS of homes over 96% of the time !!!

That is a staggering statistic... Almost ALL home buyers look at photos of homes to determine if they want to peruse that home... So are home photos important in marketing your home? You Bet they are... If your realtor doesn't place great photos at the top of the list for your home, he is NOT doing his JOB !!! Years ago realtors took your listing, put it up on the MLS and prayed...prayed it would sell.

Today it takes much more.. It takes savvy in internet marketing, it takes an agent that is willing to go the extra mile to sell YOUR home. You only have one one chance to make a first impression... Better it be with fantastic photos of your home to attract buyers... Otherwise they may pass your listing by and go on to the next one..

*I AM THAT AGENT.* I know what it takes to get prospects interested in your listing.. I know photos play a key part in that...

That's why I employ the talents of a professional photographer with years of experience in the industry. John Cassel Photography has been photographing my listings for quite a while now...with great success. Just look at the results...[www.HomePhotosByJohn.com](http://www.HomePhotosByJohn.com)



## **Looking to sell your home quickly?**

The photos you post online might make the difference, so using a professional photographer to help you sell your home is a must.

In an internal case study, **IMOTO** - a company creating real estate photography for both sellers and REALTORS®—compared 350 listings using professional photography against 350 similar listings in the same ZIP code.

Listings using 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 professional photography were viewed 118% more than comparable listings.

While professional photography may help you sell your house faster or for closer to your asking price, it still all depends on who you hire and how you use the photos. That's why I hire the best photographer in the area.

## **What is the first thing prospective buyers look at when researching homes ?**

A quote from NAR, The National Association of Realtors:

“When the typical buyer looks at an online listing, the first thing she does is look at the photos”, according to Michael Seiler, founder and director of the Institute for Behavioral and Experimental Real Estate at Old Dominion University at Norfolk, Va. “We find that the photo is overwhelmingly viewed first,” concludes Seiler’s study, “Toward an Understanding of Real Estate Home buyer Internet Search Behavior: An Application of Ocular Tracking Technology.”

## **What Professional Listing Photographers Brings to the Table**

According to a 2010 Redfin study, homes that are professionally photographed sell for at least \$934 and as much as \$18,819 more than homes photographed by an amateur. The study also shows that **homes photographed by a professional garner 61 percent more online views.**

**Professionally-photographed homes sell for up to \$19,000 more.**

The key to getting these results is in creating inspiration, according to real estate photographer [Jay Groccia](#). Effective marketing photos are inspirational. If home buyers perusing the Internet get inspired by a photo, “they’ll click through to the agent’s website. If they don’t, they click “back” to view the next result in the search list,” Groccia explains.

“That was it – right there – that was your opportunity to grab that buyer’s attention, and if they clicked back, you’ve lost them forever,” he cautions.

***This is why I employ*** a highly skilled Real Estate Photographer to capture the best marketing images of your listing. There is a certain angle, lighting, and composition that produces a great home photograph... one that captures the viewers attention. One that makes her want to see more.