

Do You Know the Value of Professional Real Estate Photography?

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... for the same reason someone should use a REALTOR when selling their home (use a professional) the exact same thing applies to photography (use a professional) ...

Source: deanknows.com



I've long held this view, but have found that it's not always a popular view amongst real estate agents, who often seem to believe that the cost of professional photography for a listed property is not warranted.

The only reason that I can surmise for this stance is that they want the listing so badly that they are wary of adding any impediments (e.g. the additional cost of professional photography) that might jeopardise their chances of getting it.

The reality though – in my opinion at least – is that one of the advantages of using, or at least consulting, a real estate professional – part of what you are paying for, if your want – is for advice and to get the benefit of their experience of how to do the job well to get the best possible result.

Do it once, do it right

Another favourite of mine – and actually the tagline used by one of my real estate sales colleagues in a previous life.

I've never come across any facts to back up my position on the value of real estate photography – until now ...

Have I Found Proof of the Value of Professional Photography?

It all started with this article I came across recently ...

Professional Real Estate Photography | DEAN Knows ...

... I truly believe that one of the best things you can do to get your listing sold is have professional photography done. It means getting more views on every website that displays your listing. ... you need to hire a Professional Real Estate photographer to see real results.

[Read the full article](#)



In this article, Dean shares some results and observations that he made in an attempt to determine the difference professional photography made to the overall online interest in a property listing.

His observations indicated that . . .

| *listings with professional photography received 118% MORE views than other listings*

In another similar case study that he mentions in the article, indications were that . . .

| *listings that had professional photography actually sold 50% faster, and 39% closer to the list price.*

I've never done any analytical studies on this subject, and, to be honest the results really surprise me.

As I said above, I have always believed that professional photography should be a minimum standard, but I really didn't expect the extent of the impact that was observed – especially on selling time and selling price.

Why Would Professional Photography Have Such an Impact?

The fact of the matter is that more and more people do their research – and we're specifically talking about home buyers here – online. Long before they actually even contact a real estate agent, or get anywhere near looking at a property, they're busy either getting feel for the market, or trying to find homes that satisfy their requirements, in the privacy (and isolation) of their own home, or even out and about.

In fact, the latest [2014 NAR Profile of Home Buyers and Sellers](#), found that . . .

- For 43 % of home buyers, the first step in the home-buying process was looking online for properties,
- 92% percent of buyers use the internet in some way in their home search process, and
- 50% of buyers use a mobile website or application in their home search

The facts are clear . . . and rather indisputable!

| *the very first impression that most buyers will get of a property is it's online ad*

Online advertising is has a huge visual element to it! In fact, the visual element (i.e. photos) is probably the overriding factor. Just think about it, you're looking at a list of property listings and scanning them, what would make you click on one of them? If we ignore the price, I'm sure it would be the one/s that look the best.

The Home Buying Process is Often More About Elimination Than Discovery . . .

As we all know, home buying has a (substantial?) emotional element to it, so you need to make the most of that first online impression because, often, it's the only opportunity you are going to get.

Part of the online research process of home buyers is to filter the results that they find and narrow down their options. There have never been more options available from the comfort of their own home than ever before, so they have to eliminate and create a shortlist of agents to contact and properties to view.

In essence, when buyers are doing research – in an attempt to find properties that fit their requirements and that they would like to arrange to view – they are actually conducting a process of elimination, not discovery.

| Don't give buyers a reason to eliminate your client's property because of crappy photography!

Still not convinced? Need more facts?

Here is another fact-based article on the topic . . .

Photography tips: Important in real estate? Vital! – Tour Wizard

Due to the lack of time, many of today's prospective home buyers research the internet and decide within the first 60 seconds if a property is suitable or not for them. What is more, studies show that 55% of the time they spend looking at listings, is while going through the photos. No marketing investment is as important as the quality of the photos in real estate and there is no doubt about this.

Source: tourwizard.net

The most salient points that immediately caught my attention in this article were . . .

- 98% of homebuyers think listing photos influence their initial opinion
- 85% of homebuyers want to see listings with professional photos

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