



# Professional PHOTOGRAPHY

## Is It Really Necessary?

**YES!** You only have one chance to impress future buyers...make it a good one. Take a look at some interesting facts and numbers on how professional photography can impact your listings.

Here are some interesting tidbits:

[www.marketleader.com](http://www.marketleader.com)

"You caution your sellers about the importance of curb appeal. You counsel them to clean up and maybe even stage the home's interior. Then you come along, snap some quick photos on your smartphone and slap them on the MLS.

**While curb appeal is your client's responsibility, web appeal is yours.** You have one chance to impress – a scant two seconds to grab a buyer's attention without a photograph and 20 seconds with one. Do iPhone photos or those you take with a point-and-shoot camera make optimum use of those valuable seconds?"

[www.Realtormag.realtor.org](http://www.Realtormag.realtor.org)

"Professionally photographed homes tend to sell for more money and sell faster than homes listed with point-and-shoot cameras, according to a new study by the real estate brokerage Redfin.

In an analysis of 22 markets, the Redfin study evaluated the sales success of homes shot professionally with a digital single-lens reflex camera versus homes shot with amateur, point-and-shoot cameras.

The study also found that homes that were professionally photographed also tended to sell faster. For instance, homes in the \$400,000 range that were professionally photographed sold 21 days faster than those photographed with point-and-shoot cameras."

Our photography includes the 360 degree 'Panorama' giving your potential buyer the "I'm standing right here" view. **This feature is what sets us apart from the rest and will really make your listing stand out!**



You know what they say: <sup>"should"</sup>  
**...a picture is worth a \$1,000!**

If the real estate company you hired to sell your home shows up to take pictures with a point-and-shoot camera...



How much more do listings shot with DSLR Cameras sell for? - REDFIN 2010 The Real Estate Scientist



**98% think photos are most useful when buying a home!**



National Association of Realtors (NAR)

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mentions 8 Reasons why you should consider hiring a professional photographer:

1. Make a great first impression
2. Get more attention
3. Make more money
4. Increase your odds for a sale
5. Take your marketing to a higher level
6. If your seller is hiring a professional, shouldn't you?
7. Even distressed properties will benefit
8. Create a constant supply of "Content Marketing"

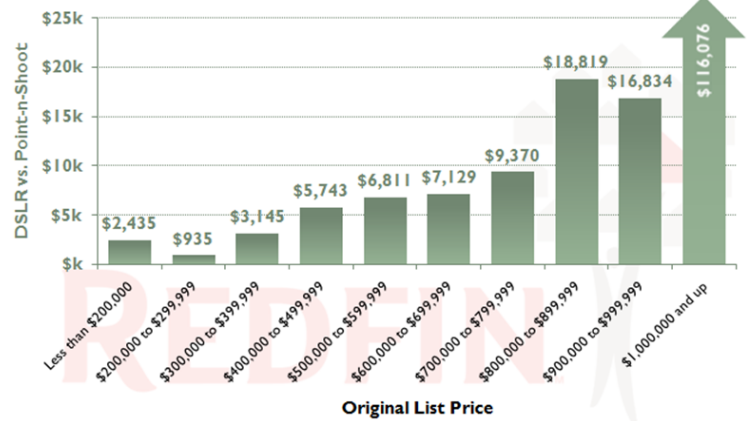
For additional information visit:

[www.bhgrealestateblog.com](http://www.bhgrealestateblog.com)

and Search for "Professional Photography"

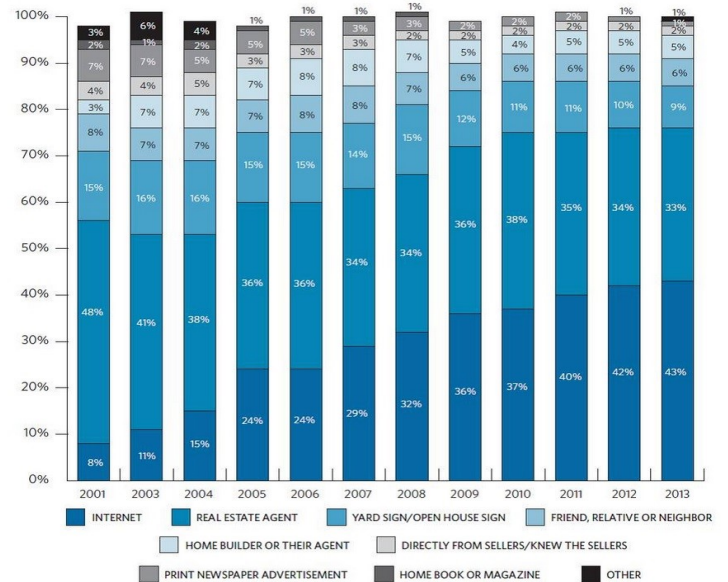
### The DSLR Advantage

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



source: Redfin.com

#### EXHIBIT 3-9 WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2013 (Percentage Distribution)



With information like that, why **WOULDN'T** you use a professional photographer?

Call Horizon Enterprises USA today and schedule an appointment for your listings!

