Real Estate Photography Tips For Realtors - Don't Do it Yourself, You'll Lose Your Commission Check - By Josh F. Sanders

I've done it myself; taken what I thought were great listing pictures and used them for my online MLS listing. My clients thought they were fine and I thought they were just fine, until I started working as a buyer's agent in Seattle a few years back.

I worked with over 40 different buyers a week and everyday I'd hear, "Did you see those listing pictures? There's no way we want to see that house, it's a dump! Does the listing agent know how bad they are?" Obviously, the listing agent didn't spend anything on real estate photography.

My buyers would also see some great listing photos and want to get in to see the home that afternoon. We'd step inside and they'd wonder if it was the same home they saw online. They felt cheated because the pictures were nothing like the real home. (but at least the listing agent got buyers walking through the house).

It all came down to the listing pictures they saw online. That's essential marketing for listings! Give buyers a great picture and they'll jump inside the house that day. Give them a "do-it-yourself" picture and they'll move onto the next home. **The listing pictures make the difference, especially when you spend a few bucks on professional real estate photography!**

Even when the listing pictures were better than the actual house, guess what? It still got the buyers inside! That's your goal as a listing agent; get as many showings as possible. Professional real estate photography makes that happen.

With upwards of 80%+ of buyers looking online now, the listing photos are the first thing they're looking at and basing their initial impressions on.

How much money in lost commissions do you think you're missing because you won't spend a couple hundred bucks for professional real estate photography?

If you did spend the well invested marketing dollars on some professional real estate photography...

1. You could have more satisfied clients because the home sold faster.
2. You could have made more cash because you didn't have to drop the sales price when the listing became stale on the market.
3. You could look like a top producer in the area because of the quicker sales, better looking listings and more satisfied clients. Your overall image is enhanced, big time!

Isn't it funny how such a small aspect of your business can affect the whole thing? Anytime you realize how one issue affects your net profits, that'll make you perk up, right?

Now don't give me the excuse that it's too expensive because it's not. Look at it as a marketing and advertising expense because that's exactly what it is. And real estate photography is one of the best things you can spend your marketing dollars on.

Recruit a professional in real estate photography in your local area and offer them $150-$200 to come to your listing and take some fabulous photos. Make sure they're top notch, have all the right equipment and understand the goal of these photos. You don't want to pay for real estate photography that's no better than your own.

You can schedule your photo shoot on their website, pay about $200 or so and get the most captivating listing photos you'll ever see. Even if you have a crack house listed for sale, their real estate photography will make it look like a palace.

I'm telling you; don't skimp on your real estate photography. Look at the cost as an investment. If you spent $200 on professional real estate photography and got back another $20,000 in commissions that year from faster sales, more clients, and higher listing prices, wouldn't that be worth it? You betcha!

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