

## Photography & Videography:

***“You only get one chance to make a first impression.”***

- Statistics by the National Association of Realtors show that [87%](#) of homebuyers on the internet find images to be among the most useful features of listing websites when looking for new homes.
- This is why viewers spend [60%](#) of the time checking images and only [20%](#) read the listing description.
- Listings with professional photos earn a [1,200%](#) increase in social media shares.
- [68%](#) of potential buyers say that great photos made them want to visit the home.
- [52.02%](#) of Realtors who use professional photography believe that professional photography increases sales prices.
- Remember, homebuyers spend an average of [124 hours](#) finding a new house — real estate photography plays a huge role in helping them decide which houses to visit and make offers on.

Getting your house ready for photos does not have to be stressful or time consuming with this quick check list. There are a variety of photo packages to pick from, which will be discussed at your listing appointment. Our professional photographer will make sure to capture all the best qualities of your home, leaving out closets and utility rooms. However, we do recommend removing all clutter from the house before pictures so that you are already ready when your first showing is scheduled. Buyers are more likely to visualize your house as their own when spaces are clean and decluttered, and they are not distracted by your “stuff”. Along with beautiful **high definition professional photos**, we will do either a **360-degree video tour or a “movie”** of your home so that buyers can have the feeling of “being in the house” and hopefully that will help them want to schedule a showing time!

You do not need to be at the house on the day our photographer is there. If you want to or need to be there, it is fine, he may ask you to move to another room when he is doing his video tour. In some cases, when it is appropriate, we will get drone footage of your property as well. Try to have your exterior and grounds looking sharp.

**Complete the below Photo Prep To-Do List to get your  
house ready for picture day!**

- Declutter and pack - This includes packing away any items that will be making the move with you. Closed boxes in the garage or storage closet will look much more appealing than on items on shelves or counters. Make sure as someone looks at photos online, they are seeing the space that's available for what they have in mind instead of all your belongings. Minimize any extra items.
- Clean up - Dusting off ceiling fans and light fixtures and making sure the floors are vacuumed and mopped will make prospects see how well you have maintained the home.
- Outside – Clean siding and sparkling clean windows will show buyers your pride of ownership and that will definitely show up in photos! Making sure the driveway and sidewalks are shoveled in the winter, leaves cleaned up around the house in the fall, and something as simple as flowers in a planter by the door in the spring can really help a potential buyer see your house as their next home. Good curb appeal goes a long way!