

# Professional Real Estate Photography - WHY?

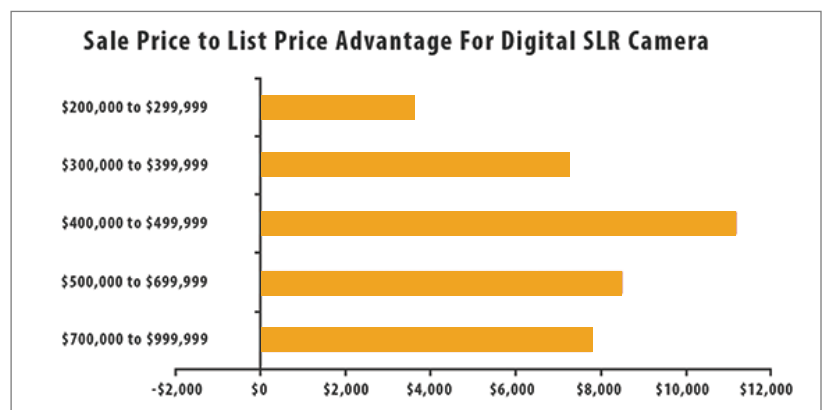
**Q: Have you looked for a new home lately? if so, how did you search for that new home?**

Odds are that if you are looking for a new home, you have used the Internet and online photos to see what's on the market. The Home Buyers and Sellers Profile report by the National Association of Realtors® (NAR) states that 92% of buyers use the Internet in their home search process!

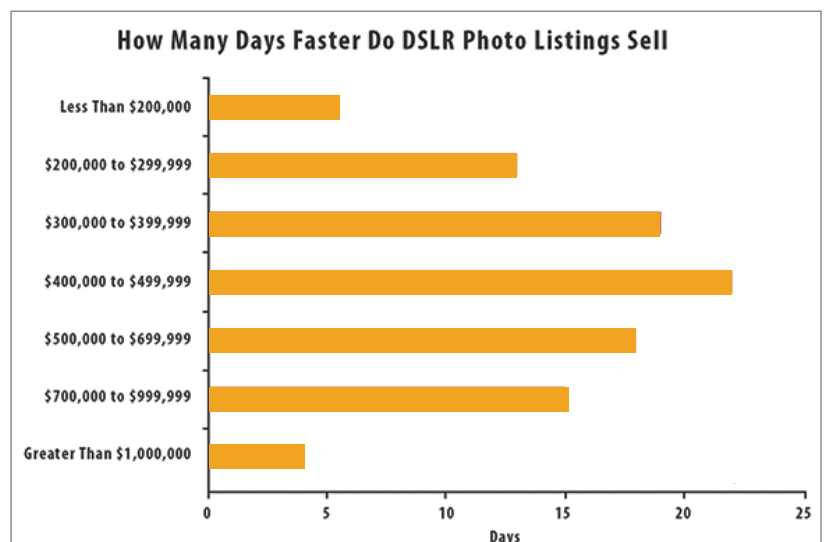
To attract the right buyer for your property, it's important to showcase your home properly with professional real estate photography and an attractive/engaging presentation.

## First Impressions Count

With buyers searching for homes online, a lot of times the "first showing" will be through an online presentation consisting of photos and possibly other media! Data gathered\* proved the importance of great photos when they found that homes listed between \$200,000 and \$1 million that had **photos taken with a professional camera sold for \$3,400 to \$11,200 more**, relative to their list prices!



Data analysis\* also proved that homes which have photos taken with a professional camera actually sell faster! More people are enticed to visit a home with professional photos and they know what they are getting before they even step foot in the home! **Across ALL ranges of list price, homes with professional photos sold faster!**



\*Redfin

