

**“Eighty percent of people across the country who bought a new home last year used the Internet while house hunting, and they rated photographs as the most useful tool in their search...”**

*— According to a survey of buyers and sellers by the National Association of Realtors.*

**“It’s so important to have photos that are professionally presented”**

She added that she uses only pictures taken by professional photographers, because...

**“...if things look shoddy or unprofessional, not only are buyers going to find the property unappealing, they’re going to associate you with being shoddy and unprofessional.”**

*— Rosalind Clarke, a senior sales associate with the Corcoran Group in Palm Beach, Fla.*

**“Photography is one of the least expensive and easiest ways for agents and brokerages to really stand out.”**

**“Those pictures not only market listings, they market real estate agents and brokerages.”**

*— Teresa Boardman, a broker in St. Paul, Minn., and founder of the St. Paul Real Estate blog.*

# The Pictures

**“When you look at the difference between professional photos and ones taken by brokers with digital cameras, it’s not hard to see that you get what you pay for...”**

*— Said Lauren Cangiano, a senior vice president of Halstead Property in New York.*

- **Poor Lighting**



- **Color Tinge's**



- **Camera Flash Reflection**



# **Short List of Advantages when using a Professional:**

- **Better Lighting**
- **Wide Angle Lens**
- **Accurate Color Balance**
- **Verticals are Straight**
- **Sharper Images**