

“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**