



CELEBRATING
55 YEARS

nerej

Linda Fanaras - Persuasive photography = profits for your company

July 07, 2011 - Front Section

Everyone knows the old adage: "a picture is worth a thousand words." In the case of real estate marketing, a picture can be worth thousands of dollars. According to the Wall Street Journal, listings in Boston and Long Island were recently analyzed by Redfin Corp., a Seattle-area real estate firm, which "...determined that houses with better photos sold for anywhere from \$934 to \$116,076 more compared to listings using photos from point-and-click cameras" ("Photography Spending Pays Off," 10/4/10).

The National Association of Realtors reports that 90% of home buyers are searching online (as opposed to 37% in 1999), where they can access multiple photos and videos of available properties. In our technology-driven society, this can make or break sales success. Posting a variety of impressive, bright, high quality online photos leads to showings - and eventually, sales - while sharing only a handful (or less) of low quality, non-descriptive photos will keep properties on the market longer than necessary.

It is best to use professional photographers, or at least professional-grade digital cameras, to achieve optimal listing results. This also holds true for photography featured in marketing materials used by agents and brokers, including brochures, listing sheets, web site copy, and advertisements. Clever marketing copy, glossy paper, and expensive ad placements will not generate leads or sell homes if the photos they feature are uninviting. They may even have the reverse effect by making the properties seem undesirable and the listing details appear falsified.

In addition, photography is a vital aspect of personal branding. It has the power to make prospective clients believe that listing agents or brokers are expert marketers, or alternatively, be perceived as unprofessional or unknowledgeable.

Many highly experienced photographers are self-employed and available for contract work at reasonable prices. Shop around to find the one that best suits your needs and budget, or contact an integrated marketing firm to use its in-house talent or request a referral.

Linda Fanaras is the president and founder of Millennium Integrated Marketing, Boston and Manchester, N.H.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540