

# Using excellent photography to sell your home fast

It is critical in the world of real estate today to have the best pictures possible because so many people not only start their search for a new home on the internet, but will only look at homes with a lot of pictures to choose from the available homes that they want to see. Here is what you need to know to get the first impressions right for a potential buyer and to get a showing of your home with that buyer:

1. Make sure that your home is staged very well for the pictures you want a buyer to see. Hiring a professional home staging expert to help you with this process will help you sell your home faster and statistics from the National Association of Realtors (NAR) show that the home sellers get more money for these staged homes.
2. Hire a professional photographer to take pictures of your home. When my clients started hiring a professional photographer that I recommended, I noticed that the length of time that it took for my listings to sell went down by an average of 19 days on the market and we got offers closer to asking price or at full price. A professional photographer will also know how to work with outside lighting when taking pictures of an inside room to make your home look it's best. Be sure to ask for references and to see examples of the photographers work on homes that he or she has taken for other sellers.
3. Ask the photographer to take a lot of pictures. Listings with 30 to 100 pictures is the norm today on the internet.
4. Clean up and turn every light in the house on to brighten your rooms.
5. Have your photographer take multiple angles of each room on the inside of the home and many pictures outside of the home to show off the outside features and the views that can be seen from the home.
6. If you have an estate home or special patios and pools, have your photographer take twilight pictures in addition to the daylight pictures. When done right, this really helps a potential buyer to remember your home.
7. If you live on a golf course, acreage, water front property, or a unique setting, ask your photographer about photos using a boom or drone to capture the view from the air overlooking what you want seen. Many real estate photographers have these tech tools.
8. Ask the photographer to take pictures of parks, common areas, recreational centers, or other special features if you live in a master planned community. This is a huge benefit

for people looking to buy your home.

9. Insist on asking to review these photos before they are published on the internet.
10. Have your Real Estate Agent show you where they publish your pictures on the internet and make sure lots of the pictures were published to show your home off in the best light.

When my team and I list a home for sale for our sellers, we agree to absorb this expense as a benefit to our clients. We feel that it is our job to present your home in the best possible light. Many Real Estate Agents have started doing this so it is worth having the discussion with your agent. Do not settle for anything other than the best for the image of your home. My team and I would love to answer any questions that you may have about this subject and any other questions that you may have about selling your home. I am happy to pass on my photographers contact information as well. You can reach me by phone or text at 623-882-5121 or by emailing me at [bob@bobgarwood.com](mailto:bob@bobgarwood.com).