



Make Every Pixel Count

In real estate, a picture can be worth more than a thousand words. Much, much more. When selling properties online, agents and Web designers say that the pictures buyers see of houses for sale are often the first — and sometimes the only — chance for a seller to make a good impression. Less-than-flattering pictures can turn buyers off and lead to lonely open houses and no offers.

In many cases, it is the agents themselves who are snapping the pictures and posting them on the agency Web site. Because of this, it is important that sellers choose an agent you know will take or pay for professional pictures. If an agent whips out a shoddy old camera or uses their cell phone for pictures, fire him/her immediately!! Professional Agents invest in Professional Equipment or they have enough business sense to realize photography is not their thing and will hire only the best professional for the job.

Make every pixel count. Good photos will grab people's attention and help you sell a home. Bad pictures will absolutely give you trouble, because you won't have any calls and nobody will come to see your home.

Good Lighting equipment, a wide-angle lens, and a sharp eye for composition can make all the difference in the world.

A general photography rule of thumb is the closer the subject, the better the photo. One can see the impact of taking a few steps back or using a wide-angle lens to give that impression. It gives the viewer more context and makes the place seem more spacious.

Over eighty percent (80%) 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," said Rosalind Clarke, a senior sales associate with the Corcoran Group in Palm Beach, Fla. 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."