
Oak & Stone Images

Professional Real Estate and Commercial Imaging



4 Reasons Why Your Photographs May Not Be Getting the Results That They Should

I have about five seconds to keep you reading, or you will dismiss this fact sheet the in same way your potential buyer will dismiss your property without professional images. The fact is, your listing will lose a potential buyer after about three seconds without photos, a good photo will keep them for maybe eight seconds, but a professionally crafted photo, or series of photos, will draw them in, and compel them to pickup a phone. Are your photos drawing them in, or leaving them looking? If you are not getting the responses that you would like, here are some things to think about:

- Does your photographer understand real estate and commercial photography? If not, they may not be capturing the kind of images that call buyers to action. You may be missing that “it” factor in your images.
- Do you know the signs of amateur mistakes? Reflections in the mirrors, fans not turned off, items left on counter tops, wrinkled bedsheets, these, among other flaws, are a sure sign of inferior quality images. Believe me, potential buyers will notice. Check out our resources to find out more on what makes a high quality image.
- How do your photographs handle multiple types of lighting? Natural lights, florescent, tungsten, and LED mixed improperly, can lead to an inconsistent look in a photo. This too, will be a turn-off to your viewers.
- Do your photos inspire a buyer to act? In the end, if your photographs don't inspire the buyer to pick up the phone to find out more, you are not getting the results that they should.

Let us help you to “Sell It, Before You Even Show It®”

For more information how to spot problems with your photographs, as well as tips on hiring the best professional photographer, check out our resources page at www.OakAndStoneImages.com/resources. Or better yet, give me a call to see how we can help.