



VETERANS REALTY, INC

THE SIGNIFICANCE OF PROFESSIONAL PHOTOS

How Professional Photographs Can Turn Your
Home into the Hottest Home on the Market





BEFORE

Taken with a phone, lacks detail and color, turns buyers away, unprofessional and hides potential of the home.



AFTER

Taken with a DSLR bright and colorful, draws the attention of potential buyers, professional and shows the home for how it really is.

The Importance of Pictures

When it comes to selling a home, no one buys one blindly. In this day and age, technology allows buyers access to hundreds of different homes. More often than not, a potential buyer will see the picture to the left and continue onto the next home. But if they see the picture to the right, they'll immediately continue looking at that house and schedule a showing. Good pictures are the hook, line, and sinker when it comes to marketing a home. If you don't have the right bait (professional pictures), your home could sit on the market for months. In contrast, the right pictures could sell a home in a week.

The Facts Don't Lie

In 2006, home buying was made easier with increased internet accessibility. In 2006, about 80% of potential buyers searched the internet for homes. In 2010, four years later, that number was 89%. Today, 93% of buyers search for homes online. If the pictures of your home don't make a good first impression, your home won't stand a chance against the competition.

The Professional Picture Below Catches Your Eye, Right?



Professional photos hands down get more views online because they draw the eye.

“ More homes sold that had photos from a professional camera compared to photos taken with an iPhone or point-and-shoot.”



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About Me!

Gary R Wilkinson, P.A.

If you're looking to improve your home's value but don't know where to begin, I'd be more than happy to give you advice about what buyers in your area are most attracted to when they're searching for their next home. I can also give you more advice about simple ways to increase the value of your home without spending a lot of money.

If you're looking for a dedicated agent to handle the sale of your home or help you purchase your next one, look no further. My former clients can attest to how hard I'll work on your behalf. Contact me today to find out how much your home is worth, and I'll send you a free copy of my book that shows home sellers how to get top dollar for their homes in the shortest amount of time!



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