

Why Professional Photography Is Important!

Homes are usually the most expensive asset any of us will ever attempt to sell. Why then, are so many homeowners and agents reluctant to allocate money on having their home professionally photographed?

Photographs are usually the first impression a prospective buyer will have of your property. Whether they are displayed in a real estate window, a newspaper or magazine advertisement, or a listing on the internet. The photos capture the eye, generate interest, lead to a viewing, and ultimately a sale. Less-than-flattering pictures may turn buyers off and lead to lonely open houses.

It's not a secret, better-presented homes get more traffic and more buyer interest, therefore selling faster. More than ever, your listings must stand out from the crowd.

No matter what type of home, a professional photographer will show it off to its full potential. Professional's have the proper equipment, ensure good lighting and composition, and guarantee your listing looks its absolute best. While staying true to its actual condition and features. The pictures below show the difference professional photography can make.

Before



After



The Before photos are taken by the home owner or real estate agents. The After Photos are taken by House Guru Real Estate Photography Brisbane South. www.houseguru.com.au/brisbanesouth

