

# Professional Photographs Sell Your House

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# PROFESSIONAL PHOTOGRAPHS SELL YOUR HOUSE

Selling your home is a challenging task, and there is a lot of work to the process. While it can be argued property listings have made it easier for vendors to present their home to the world, this has created more competition in the housing market.

If it is easy for one vendor to place their property online in front of willing buyers, it is the same for every other vendor in that area.

Therefore, there is a need for vendors to differentiate their listing and to grab the attention of likely buyers who are searching for a home like theirs.

At Stones Residential, we believe professional photographs sell your house. A high-quality image is a factor which stops people scrolling through a list of available items. A selection of appealing photographs get people interested in a property and ensures they are willing to read the property description and follow up with interest.

Floor plans and detailed information are essential components of a great property listing, but without high-quality photographs in place, it is unlikely that buyers will pay much attention to the listing.



# INDUSTRY EXPERTS HIGHLIGHT THE BENEFITS OF PROFESSIONAL PHOTOGRAPHS IN SELLING A HOME

In the English housing market, there is a lot to be said for what Zoopla and Rightmove advise in selling property. These property portals are the ideal starting place for buyers, which means vendors should consider being present on these sites.

However, with so many properties listed, it is crucial for a listing to stand out, and high quality images stop prospective buyers scrolling.

Rightmove says a listing with high-quality images can generate up to 93% more leads than a property with no photos or poor-quality pictures. The same source also believes high-quality property photographs can sell a home up to three weeks faster than a house which doesn't have high-quality images.

The thoughts of Rightmove and Zoopla have been supported with various studies on the importance of professional photographs when selling a home.



A study by VHT Studios found homes which were professionally photographed sold 32% faster than homes which didn't have professional photographs when listed for sale. Also, homes with professional pictures spent an average of 89 days on the market while homes without spent an average of 123 days on the market.

Brian Balduf is the CEO of VHT Studios, and he said; **"Our findings are not surprising, given consumers' behaviour when searching for homes in today's market. Time-crunched shoppers are online and are attracted to striking photographs, which simplifies their decision to visit a property in person and speeds up the buying cycle."**



# CAN A VENDOR TAKE PHOTOGRAPHS WITH THEIR SMARTPHONE?

There is no denying the standard of cameras in smartphones are of a high standard. It is possible to capture great images with a smartphone camera, but there is often more to a great image than the equipment.

Given the importance of selling your home, and the impact photographs have, there is a need to call on a professional photographer to ensure you have the best standard of images to sit alongside your property.



# WHAT DOES A PROFESSIONAL PHOTOGRAPHER OFFER?

There are many reasons why enlisting the services of a professional photographer can make the difference in selling your home. Even if hiring a professional photographer cost more money, the outlay would usually be justified in helping you to sell your home faster, and for potentially a higher price.

This impact arises because of the outcomes a professional photographer creates.



# A PROFESSIONAL PHOTOGRAPHER SEES SHOTS THAT AMATEURS DON'T

Even if a professional and amateur photographer had the same equipment, they would likely capture different shots. Professional images will be free of distractions and adequately focused on the essential elements in the shot.

## A PROFESSIONAL PHOTOGRAPHER UTILISES LIGHT EFFECTIVELY

Natural light is crucial in showcasing a home, and the difference between professional and amateur photographs is often seen in how light is utilised in an image. If you have seen internal house photographs where the windows look like white boxes, it is because the photographer is unable to balance dark corners with light streaming into a room.

A professional refers to this as a blow-out, and they will take steps to minimise this effect. This creates more appealing photographs, ensuring buyers see the house at its best.



# A PROFESSIONAL PHOTOGRAPHER IS LIKELY TO TAKE THEIR TIME

Smartphone cameras are great for convenience and taking snaps quickly. This is perfect when you are at an event or on holiday, but when you are looking to sell your home, there is a lot to be said for taking your time.

A professional who takes pride in their work and who knows future work is dependent on the quality of their current work will take their time. This means they will set up correctly, they will stage the room properly, and they will ensure they capture images in the best manner.

When you compare the time taken by a professional photographer and an amateur photographer in capturing the best photograph, is it any wonder that the expert takes better quality photos?





Other reasons a professional photographer is likely to take better photos include:

- They will have experience in these sorts of images, helping them to work effectively
- Professionals know how to create a sense of atmosphere and ambience in a room
- A professional photographer is driven to take the best quality photographs
- The professional photographer will ensure the images look their very best with post-production work

There is a lot of work involved with selling your home, and the promotional aspect cannot be overlooked. If you are keen to make the best impact on likely buyers and stand apart from other property listings, you must use professional photographs.



# CONTACT US

**We offer a comprehensive range of property services tailored to vendors in Stanmore. If you would like to arrange an appointment to help you negotiate the local housing market, please contact Stones Residential today by calling us on 020 8954 0045 or emailing [stanmore@stonesresidential.co.uk](mailto:stanmore@stonesresidential.co.uk).**

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