



10 ways bad photos can kill a deal



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10 WAYS BAD PHOTOS CAN KILL A DEAL

Never underestimate the power of listing photos. These images are buyers' or renters' first introduction to your listing, and if they're lackluster and unimpressive, they'll move on - and fast. Approximately 70% of property seekers interact with images when they reach the property detail page. Plus listings with high-quality images yield on average 30% more clicks and 50% more leads.

Here are some of the most common photo mistakes agents make — and how you can avoid them.

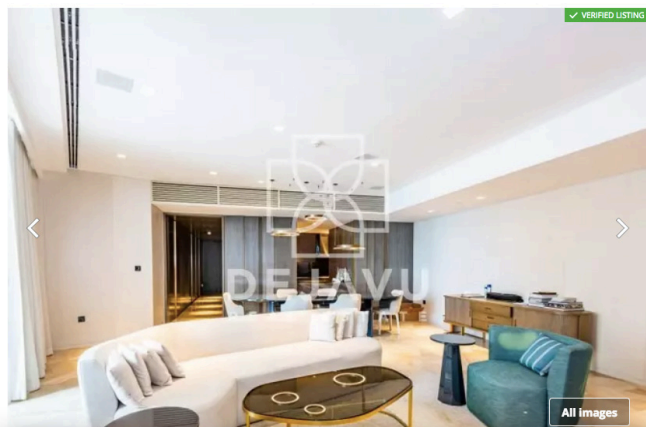
1. OLD PHOTOS AND MOBILE PHOTOS

- ☐ Update your photos to keep your listing current and appealing. Also, never use bad photos that are quickly captured with your mobile. Without proper editing, they will make the property look cheap and it will look like you don't care about your listing.

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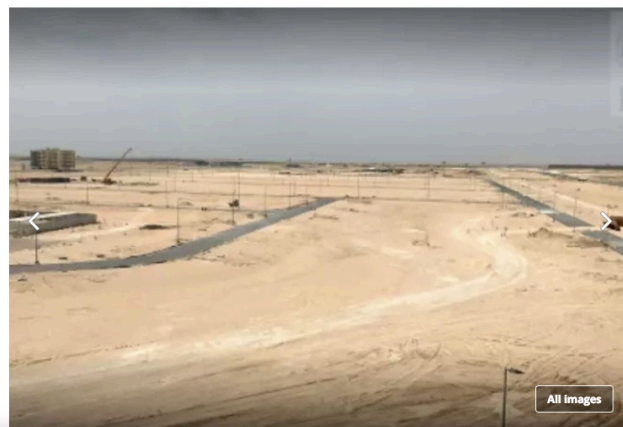
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2. MISSING EXTERIOR SHOT



- ☐ Curb appeal isn't just for driving around. Buyers want to get a complete look at your listing, so no matter how great the interior shots are, excluding exterior images will raise red flags. Buyers might assume that the outside looks terrible and they may eliminate the listing from consideration.

3. KITCHEN PHOTOS ARE UN-INSPIRING

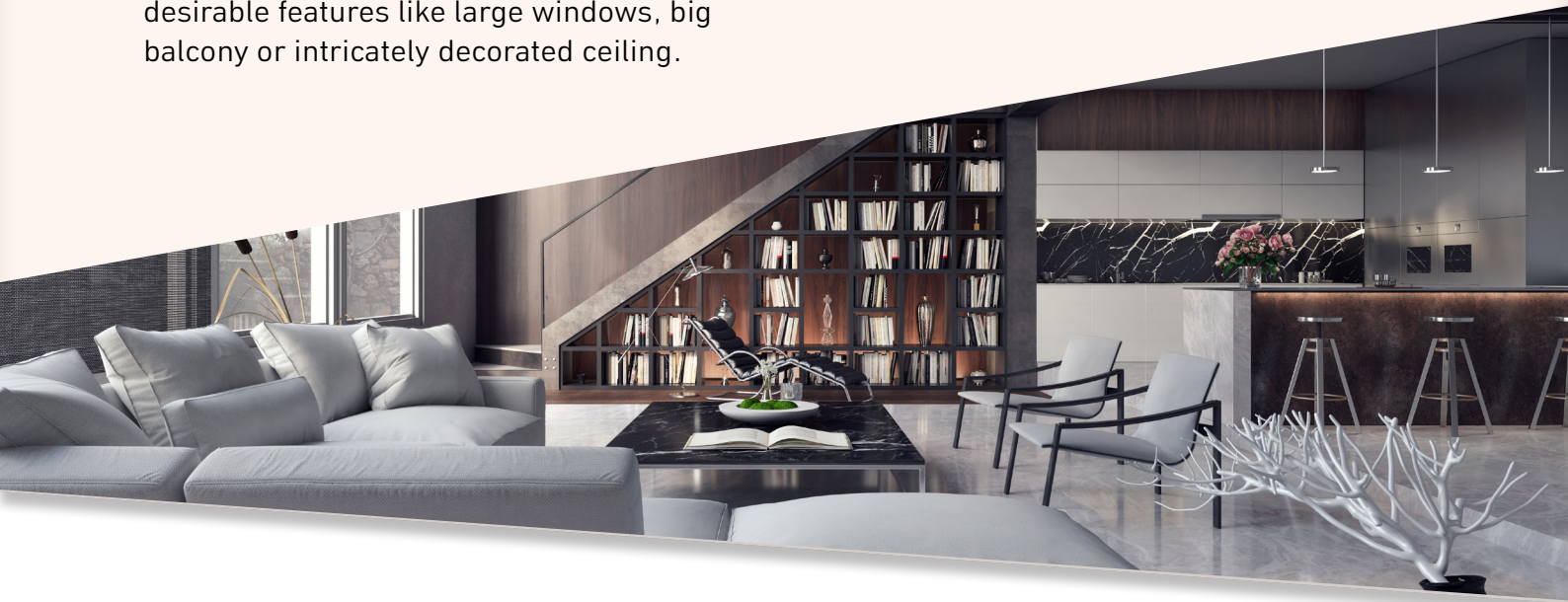
- The kitchen can make or break a sale, so show off your listing's best features with images that highlight a great island, high-end appliances or a beautiful backsplash. No matter what, make sure to clear all clutter off the counters and out of corners.

4. NO FOCUS ON THE MASTER BEDROOM

- A major draw for many buyers is a standout master bedroom, so your photos should be taken from the corners of the room in order to get the most flattering angles, capturing desirable features like large windows, big balcony or intricately decorated ceiling.

5. STAGING DOESN'T TARGET IDEAL BUYERS

- You want buyers to be able to easily picture themselves in the home, and it's harder for them to do that when they first have to mentally erase outdated furniture, loud paint colours and tacky art.
- For example, if you're going after sophisticated, childfree buyers, go for neutral walls and unfussy furniture with clean lines. And if you're trying to appeal to families, make sure to highlight features like the home's ample storage space or bathrooms with double sinks.



6. BATHROOMS LOOK UNAPPEALING

- Even a great bathroom can turn off buyers with the wrong photos, so close the toilet lid (seriously, why wouldn't you) and make sure that the surfaces are sparkling clean. Top it all off with fresh, neatly-folded towels.

7. SPECIAL FEATURES AREN'T HIGHLIGHTED

- You want to give your listing every possible edge, so set your listing apart by showing off features that the competitors are lacking, such as a refurbished bathroom or kitchen, a spacious patio, or wiring for an entertainment system.



8. KEY PHOTOS ARE MISSING

- ❑ There are certain areas that every buyer wants to see in listing photos, and if these photos are omitted, buyers will likely eliminate the home or be suspicious. So, you absolutely must include pictures of the front of home (ideally from the curb too), all bathrooms, closets, kitchen and any built-ins.



9. THE HOME IS FULL OF CLUTTER

- ❑ Buyers are looking for a space to make their own, and that's pretty much impossible when the seller has piles of things on every surface and the closets are stuffed with their belongings. Before taking listing photos, ensure that the home is in immaculate move-in ready condition as possible.

10. HAVE BAD LIGHTING

- ❑ Even if you're not a pro, you can instantly take better quality photos when you wait for the best lighting to shoot.
- ❑ Also, make sure that the sun is over your shoulder when shooting exterior shots. When shooting indoors, bring in extra lamps to brighten things up and literally show off the home in the best possible light.

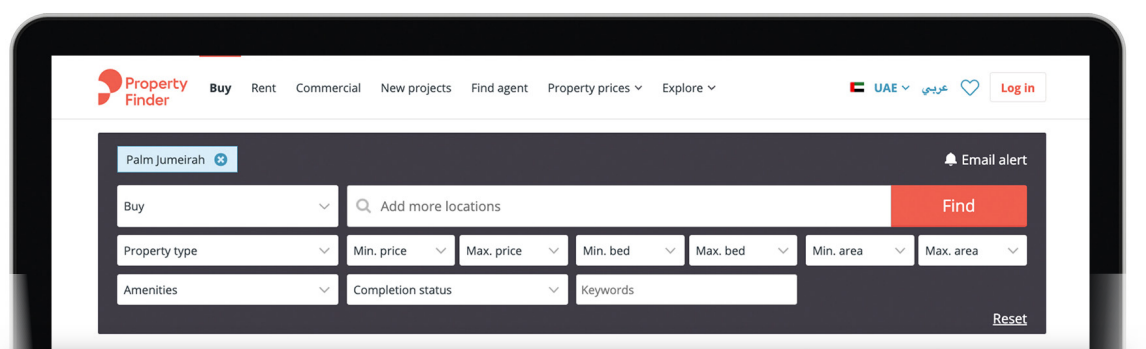


TIP: The better your photos, the higher the Quality Score you get from us, the higher your listing will rank on search result pages.

Check out this Quality Score checklist for more tips.



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