

## 5 Tips and Tricks for Selling Your Home (From a Photographer's Point of View!)

Selling a home can be both stressful and expensive. Yet, one aspect that truly makes a difference in how long your house sits on the market is photography. A buyer's first impression occurs when they open the link that their realtor sends them. As they scroll through those photos, they're deciding whether your home is a good fit. Unless it's photographed correctly, you're not showcasing your real estate to the best of your ability. So, if you want to sell more quickly, use these 5 tips and tricks from a photographer's point of view.

### #1 Think about the strongest features of your home

As you're preparing to sell your home, you'll want to highlight what appeals most to buyers. Either sit down with your realtor or do research online about what current buyers are seeking. (And yes, what buyers seek does change with trends, so it never hurts to do a little research!)

Current features that you may opt to photograph include granite countertops, stainless steel appliances, a large backyard, new bathrooms, a pool, or other upgraded features in your home. Highlighting these features entice buyers because this is what they are ultimately investing in. While you may have a beautiful nursery or a talent for interior décor, those elements won't be what's selling. Looking for a room-by-room list of tips? Check out [7 Home Staging Photography Tips That Will Help Sell Your Home](#).

### #2 Time of day matters

This is truly something only a seasoned photographer might think about. Taking photographs at the wrong time of the day might take a beautiful property and put it on someone's "No" list before they even see it. A property that faces east often photographs better in the morning and a home that face west photographs better in the afternoon. As the front of the home is most important for the listing, be sure to keep this in mind as you take photos of your house.

### #3 Don't discount perspective

Aerial photography didn't become popular until the 1980s, but even with 40 years under its belt, homeowners are still discovering just how much of a difference it can make with potential buyers. Using a drone to snap some shots of your property can highlight some of your home's most desirable qualities. Do you have a large plot of land? How about a nearby lake or large body of water? Are you close to downtown? Are pushed back off of a road so kids could roam free without worrying about cars? Don't hesitate to showcase these features if you think they'll help your case!

#### **#4 Choose a great cover photo**

Your cover photo will be the first impression that the buyer has of your home. Choosing the right one is the difference between having them investigate an open house or schedule a showing or ignore your listing and keep scrolling. So, your checklist for a cover photo should be a neat, centered, and colored photo that has you saying, "Wow! I want to see more."

#### **#5 Less is always more**

When you're photographing a home, it's always best to put personal items, storage, wires, trash, and clutter out of sight. The fewer items you have out and throughout your home, the better the impression you'll give buyers. Just like with showing a home to a buyer in person, staging a home in pictures is all about creating the illusion that someone else could live there. Can the buyer imagine themselves in that space? Your family photos or children's toys are unlikely to contribute to that vision, so put them away when you snap the picture.

#### **Final thoughts**

Good photography is the very first step to getting buyers into your home. By using these 5 steps above, you'll showcase your strongest features and allow someone else to envision themselves in your space. Sell faster and make more! It's that easy.

Sample by Kiley