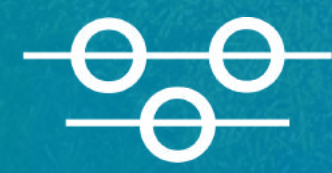


Real Estate Photography 101

The Agent's Guide to Effective

Listing Media



OVM Property Media 2020

WHERE IT STARTS.

It's all about first impressions.

Forget the stats: We all know by now that most home shopping begins online.



Why top-tier quality media is crucial to your listings.

In the world of vastly independent and empowered consumers that we live in today, the photos and videos that real estate professionals use to market their listings are usually the first touchpoint between them and their potential clients.

Whether a homeowner is searching the Internet for an agent to sell their property or someone that's on the market for a new home is scouring listing sites for the perfect place to lay their roots; outstanding listing media is the shining beacon that guides their search.

Obviously, it's important to have stand-out marketing material to catch the eyes of those looking to buy a home; but the wise real estate professional understands that it goes much deeper than that.

It's not uncommon to have to compete to land listing agreements with sellers. To gain the competitive edge, an agent must leverage every resource available to provide clear, unmistakable value.

Providing an engaging marketing plan in your listing agreement is among the best ways to show sellers that you're doing everything you can to gain exposure and sell their home, especially online. But in times of overwhelming information, how will your media catch the wandering eyes of potential homebuyers browsing through a sea of listings?

DIY VS Hiring A Pro

Photos don't always do the selling. There are some agents that are able to move properties effectively using their own photos. However, consider this: ***how many more listings could you gain with a high quality media workflow? How much time are you spending shooting/editing that could be better spent on performing agent-related tasks like following up, farming prospects, or networking?***



Should you hire a professional? DIY vs Pro Media:

BE THE AGENT, NOT THE PHOTOGRAPHER

1. Time is Money, AND Opportunity!

Time: the most important commodity we have. DIY Shooting/ Editing media takes hours that could be better spent on performing agent-related tasks like following up, farming prospects, or networking? The time it will take to integrate DIY into your workflow can cost an agent valuable prospecting time for nurturing leads. You'd essentially go from a full-time agent to a part-time one.

2. Does Quality Matter?

It should! This is one of (if not the most) important financial transactions your client will ever make. Do you have the equipment and skill it takes to provide a finished showcase that is good at the minimum?

3. Equipment Check.

Basic Equipment Needed: Camera, Wide Angle Lens, Tripod, Editing Software

Advanced equipment: Drone, Camera Stabilizer



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Local Price Guide/ Avg Shoot Times

Average Local Prices

Photo- Industry Standard
\$90-\$130

Video
\$200

Drone
\$150-\$250

3D Tour
\$125-\$225

Matterport 3D
\$150-250

Average Time Per Shoot

Photo- Industry Standard
1- 1.5 Hrs

Video
30min - 1 Hr

Drone
30min - 45min

3D Tour
1 Hr - 1.5 Hrs

Matterport 3D
1 Hr - 1.5 Hrs



Hiring A Professional

Choosing the Right Media Provider.

Real estate media providers come in all shapes and sizes, and choosing the one that's right for your workflow is critical to your success. There are the obvious things that come with finding someone to do any kind of work for you; quality, pricing, and availability, but there are a few more factors to consider here since we're talking about the real estate industry with so much at stake.

Quality: Establishing a high quality media workflow requires a high quality team. Quality not only reflects your listing and its potential, but it also reflects your caliber of service as an agent. Real Estate professionals know clients choose you because of what you have to bring to the table, and your media provider should reflect that as well.

Consistency: This is perhaps the biggest gripe with a fair amount of media companies. Why should you have to request the same photographer every time? Having consistent content plays a major role in establishing, and more importantly, maintaining an efficient workflow.

Price: Now that the market is oversaturated with freelancers and media companies, prices can range from a broad spectrum, leaving agents not knowing how much to spend. For photo, video, and drone implementation, it can cost anywhere between \$150-\$700. Services like twilight and flash photography can lean closer to a grand.

When choosing your budget for your property's listing media, it's important to remember that a uniform and consistent look is a lead generation tool all on its own.

Professionalism: A factor that runs deep. It encompasses everything from the time the person arrives, to the way they present themselves, to the tone in their voice. It's important to realize that the photographer you choose is a representation of yourself as a real estate professional. These are real people that will most likely have to interact with the sellers that you're working so intimately with. Any encounter they have with each other will be a reflection on you.

Customer service: This will be the long-term deciding factor for integrating the right candidate into your routine. The attention, responsiveness, and consistency that you are shown will be indicators of whether the relationship with your media provider will continue to flourish or if it's time to start thinking of alternatives. Remember to think of this as a B2B partnership, because it is.



Optimizing Your Marketing Budget.

1. Figure out what media services you can leverage consistently for your properties.
2. Don't just go for the lowest price: **Your listing media should be seen as an investment, not a gamble.** It should lead to opportunity and lead generation at the minimum. Remember, sometimes you get what you paid for, and that can lead to counterproductive results. Be realistic and choose a budget that will compliment both your pockets as well as your properties.
3. Compare and contrast a few companies. What are the differences in quantity, quality, etc? In other words, what's the "give and take" between services and prices



Prepping A Home for A Shoot

Prepping a Home for a Shoot.

Lighting: Make sure to create the ideal lighting situation. You can do so by feeling out a combination of the natural and artificial light available in the home, but most of the time just make sure to open all the curtains and blinds to let the sunlight in and then turn on most of the lights and lamps. Not sure whether to have the lights on or off? We've found that the best results come from this philosophy: if you'd have the light on while home, then turn it on. If the natural lighting is naturally beautiful, then it might be better suited off.

Decluttering a home as much as possible is important for viewers to imagine themselves living in this home. Evidence of a previous family's lifestyle choices that appear in the media can easily sway homebuyers' opinions. You don't want an otherwise interested buyer to become disenchanted because they saw that the current owners subscribe to something they don't agree with.

Here is a checklist for making sure the property is prepped for shooting:

Prepping a Home for a Shoot- Exterior



Back Yard:

- Remove all vehicles from driveway/front of home
- Mow lawn and trim landscaping
- Remove pet bowls / toys / cages
- Remove any broken lawn furnishings
- Remove pool vacuums or cleaning hoses
- Remove seasonal decorations

Back Yard:

- Mow lawn and trim landscaping
- Tidy up porch
- Remove trash cans, hoses, and garden tools
- Uncover any pools or hot tubs
- Remove pool vacuums or cleaning hoses
- Uncover grills
- Remove any seasonal decorations
- Open up patio umbrellas

Prepping a Home for a Shoot- Interior



- Declutter and clean any messes
- Turn most or all the lights and lamps on (think natural)
- Use lightbulbs of all the same temperature (all cold, warm, neutral, etc)
- Turn OFF ceiling fans (for photos)
- Turn all TVs and computer monitors off
- Remove personal photographs
- Remove all political references
- Open all blinds and window treatments to let in ambient light and allow for view of outside
- Make all beds
- Put all toilet seats down
- Remove as many things from counters in kitchen and bathroom as possible
- Remove pet bowls / toys / cages



The Shots You Need Photos

Must Have Shots: **Front Exterior**



Must Have Shots: **Rear Exterior**



Must Have Shots: **Bedrooms**



Must Have Shots: **Living/ Dining**



Must Have Shots: **Kitchen**



Creating Viewer Intrigue & Interest

Whether you hire a professional or shoot your listings yourself, capturing the necessary shots and material is crucial. As mentioned before in the 'Hiring a Professional' section of our guide, high quality media helps capture viewers through an engaging visual storytelling experience. **Here is a checklist for making sure the fundamental bases have been covered:**

Photo

Prep the home first! (had to reiterate)

- Wide angle lens is a must
- Shoot in a way that guides viewers through the home
- Shoot multiple angles of each area
- Composition - use architectural and guiding lines
- Highlight key features
- Nobody wants to see the photographer in reflections!

Creating Viewer Intrigue & Interest

Video is another crucial element to effective listing media. And we don't mean photo slideshows, we're talking actual walkthrough videos. Consider your video as your "closer" after viewers see the listing's photos.

Video

Basic Tips to Remember

- Every home has a story - see each property for its potential or for its natural beauty
- Learn your equipment
- Strategize how to shoot to keep viewer attention
- Hug the walls-
- Look for angles
- Vary with angles and focal lengths



Does Your Virtual Tour Make Sense?



Virtual Tours:
Engaging Walkthroughs

[Click to play Video](#)

Engaging Walkthroughs

Tips for Quality Videos

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Duration: Keep it Short for User Attention

1-1.5 min for regular properties.

1.5-2.5 min for Luxury Properties.



Aerial Drone

Taking Your Listings To the Next Level.

Aerial photos and video has been an increasingly popular feature with both Sellers and Buyers. It's projected that in 2020, 4 out of 5 drone flights will be for use in Real Estate. It's understandable why Aerial Drone services are taking listing media to another level; the shots, fluidity, footage, and perspective captured with drones were only partly achievable in the past through helicopter, plane, or incredibly tall monopod. Not to mention sellers get excited when they see state of the art technology bringing value to their home's listing.

Next: 5 Must Have Drone Shots Every Listing Needs.





5 Must-Have Drone Shots:
Push Out- Front



5 Must-Have Drone Shots:
Close Front Exterior



5 Must-Have Drone Shots: **Bird's Eye View**



5 Must-Have Drone Shots:
Rear Exterior



5 Must-Have Drone Shots:
At Least 1 Corner Angle



Quality: What to Consider In Your Edits

Quality: What makes a good edit?

Capturing the media is only half the battle, the editing is really where you're able to set it off and differentiate from the average listing. Well-executed listing media can be a tedious and daunting task, but definitely pays off in results. There are several aspects to consider when creating or critiquing the quality of an edit.

Tones: This refers to the level of brightness, shadows, and contrast in the image. Achieving a balanced level of these settings ensures that the photo feels like a natural look at the property and allows the eyes to flow through the photo. The contrary would be when there are blown-out white areas made by some kind of light source or when there are sections where shadows are too harsh.

Color Correction: The colors that are featured in a home can make or break the deal for prospects, so making sure the colors in your photos are correct is critical. Double and triple check that all the walls, carpets, tiles, cabinets, and fixtures are as they appear if one were to arrive at the property. Color correcting is a concept that many listings appear to completely overlook.

Window Pulls: Window pulls achieve a balance between the interior and exterior through masking techniques. Essentially what this does is eliminate the distraction of having blown out light coming from outside while also giving the viewer a look at what they can expect to see out the windows of the home.

Light Fixtures: Lights can easily overpower a photo and take eyes away from the features that matter. Ensuring a clean edit that smooths out the tones surrounding fixtures like ceiling fans and bathroom mirror lights can tie a photo together in a way that can't really be achieved otherwise.

Quality Comparison.

Here are two quality comparison examples. As you can see when side by side, little details make a big impact on the final result. Notice the different in color, windows, lighting, and overall "feel" of the image.



Quality Comparison.

Your North Star when it comes to real estate photo editing is the word “natural”. Keep this word in mind when editing or critiquing edits and you’re sure to develop a sense for it.





Real Estate Media What's Trending

Real Estate Media Trends.

Current trends: At the moment, **Photo**, **Video**, and **Drone** continue to be the trinity of listing media, with **3D Virtual Tours** looking to gain major traction, especially with the effects of COVID-19. 3D tours will be an ideal option for potential buyers to avoid having to physically go to the property, but still being able to get a walkthrough.

3D Tours will be a great use of agents seeking opportunity from current events. Services like **Matterport** are able to give viewers an immersive 3D experience, but come at a higher price point, usually around \$175 up to 3,000 sq ft.

Twilight/ Virtual Twilight photos are a great way to get listings to stand out. These photos are usually taken at dusk, and add incredible flair when properly executed. Of course, not everyone is able to book the same 15 minute window at once, so traditionally if you want to book that precious sweet spot, make sure to book your listing media appointment towards the afternoon, then special request the twilight shot. Virtual twilights have become a new trend, and has actually improved quite a bit. When virtual twilights first came onto the scene, they were easily and frequently being butchered to look amateur at best. The market for virtual twilights has rapidly improved.

It has become clear to the casual Internet user that, across the board, video produces vastly more engagement than still images. If you look through any social media feed, you'll probably notice how much more a moving video stands out against a sea of still images.

That, however, does not rule out the importance of the still images that showcase your listing. Since the popularization of drone photography in the middle and latter parts of the last decade, implementing those bird's eye view angles has shifted the industry dramatically. [MLS statistics show that homes with aerial images sell 68% faster than properties that are marketed using standard photos](#) (RIS Media).

Making the most out of your media:

Implementation Strategies: Accumulating valuable content opens the door to creative ways of distribution and the opportunity to multiply its effects beyond the marketing for your listings.

Before repurposing any photos or videos, however, be sure to check the extent of the rights you are given when you make a purchase with your media provider. The no-brainer for repurposing content is utilizing social media. With LinkedIn, Facebook, and Instagram, you can take advantage of all the different posting options available to showcase the incredible marketing you've been putting together for your clients.

For example, on Facebook, you can post the video for the listing while adding your favorite pictures in your Facebook Story. Then perhaps you can make individual posts talking about the best features in each room.

At the same time over on Instagram, you can use the traditional posting option to post the listing video as well as the photos and then use the IG Story to start conversations with your followers about your favorite rooms in the house.

If you have a personal website, organizing your best media into a portfolio section will show visitors the consistent efforts you make to build outstanding listings every time. If you're thinking something more concise will do the trick, you can consider putting together a highlight reel video to display on the homepage of your site.

The possibilities are truly limited to your own imagination when utilizing an inventory of high quality content online. Get creative, test things out, analyze your results, and keep thinking of how you can make your media continue to work for you.

Always remember...



Quality



Consistency



Value



Guide Recap

Let's Recap

Listing media has been, and will continue to be an essential tool in not just marketing, but helping agents sell listings. Effective photography and video doesn't just provide value to your clients, but also to yourself as an agent. Establishing a workflow that excels and propels your business forward shouldn't be taken lightly by the modern Real Estate Professional.

Listing media reflects an agent's brand, business, and visual quality. It acts as a differentiator and value proposition with gaining potential listing contracts.

Let's Recap

The Value in Workflow

Having a solid Media Workflow for your listings helps with:

- **Lead Generation**
- **Stand Out Quality**
- **Helps Sell Your Listing**

DIY Shooting

- Storytelling is key
- Look for Angles/ Storyteller
- Prep the Home
- Keep Tone, lighting, color correction, and other design elements in mind.

Professional Services

- Figure out what services you can build a Workflow around
- Strategize the best way to optimize your Marketing Budget (An investment mindset)
- Find a service provider that will complement or add value to your brand as an professional



Thank You!

We hope you've enjoyed our guide on Real Estate Media. If you have any questions, tips, or experiences you'd like to share with us, please feel free to reach out to us at ovmpropertymedia@gmail.com.

OVM Property media is based out of Central Florida and specializes in streamlined Photo+Video+Drone Media Packages. We provide our clients with a consistent, high quality media using our unique Workflow. With our in-house origins and over 4 years experience providing value, its our dream to revolutionize the Broker/ Agent workflow while providing top-tier marketing material that helps sell homes.

