

## How Much Does Professional Photography Cost?

Better Question: What will it cost you not to use a professional photographer?

**“I used to believe that a good product sold itself”**

In an online real estate forum, the question of whether to use a professional photographer for listing photos was met mainly with the lament that photographers “cost too much.”

**Hiring a professional real estate photographer costs 0.09% of the median U.S. home price.**

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Let's assume that you're an average agent, working in an average market where the median sales price is the same as the national median, about \$222,275, and you take one of those average listings.

**If you spend just 1/10 of 1 percent of the list price to advertise the home, it would cost you \$222.**

Considering your commission will be \$6,668 and change, \$222 seems paltry, doesn't it?

You can hire a professional photographer.

The extra money spent to adequately market your listing pays off even after the sale. An additional benefit of drop-dead gorgeous photos is that you'll be viewed as more professional and get more listings, hopefully with a higher price tag.

### **Be the Agent – Not the Photographer**

Deep down inside agents understand that they can't wear all the hats in their real estate practice and still adequately serve their clients – especially while simultaneously trying to grow their businesses. It's the agents who delegate that typically move to the next level.

Even if you fancy yourself a budding photographer and have all the high-end equipment necessary, **your time is better spent drumming up new listings and growing your business.**

## Real estate agents are hired to sell homes, not take photos.

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“I used to believe that a good product sold itself,” admitted Phil Knight, co-founder and chairman of Nike, Inc.

Lots of real estate agents fall into the same trap. **A good house will not sell itself without your assistance.** Even in the best of markets, advertising your listings is essential. Your clients expect it and they’re paying you to do it right.

The next time you’re tempted to pull out your iPhone to snap listing photos, ask yourself this: Would Phil Knight whip out his point-and-shoot and snap random photos of a pile of athletic shoes to be used in Nike’s print advertising?

Your main objective is to “make them dream.” Compelling photos do that. Tell the story of that home but tell it with images and sell the lifestyle, not just walls.

Statistics show that listings with high-quality, professional photos get 38% more views and sell for higher prices. Use **TourFactory’s**® nationwide network of professional photographers to attract buyers, impress sellers and win more!

The most compelling reason to use **Snap Magic Media Group** and **TourFactory**® Marketing

- A. **Your Sold Listings.** Your reputation and branding go into every Listing. For each one with pro photography, it tells prospective Seller’s that this is the level of quality marketing and attention to details you provide. Your Sold listings reputation will get you new listings!
- B. **Your Expired and Withdrawn Listings** –listings that didn’t sell. You spent time, effort and money on marketing the listing only to lose it to another agent or your client became a discouraged Seller. That was income you and your Broker never made. Your reputation takes a hit (listing shows up as Expired and other agents pounce on it) Listings with Professional Photography sell on average 30% sooner for 20% more than other listings.
- c. **You only have 3 seconds** to gain the attention of a prospective buyer before they move to another online listing. Make that 3 seconds count with compelling images that will draw them in.

For someone who likes numbers... here are some numbers:

For the sake of examples, Say you have a home listed at \$300,000. The Seller (client) is paying

Monthly Payment \$1,500.00

Insurance/Taxes \$1,000.00

Utilities \$370.00

Maintenance \$150.00

Lawn Care \$150.00

Furniture \$250.00

Average \$3,420.00 per month

\$300,000 x 6% Commission = \$18,000 Your portion .... Assume 3% 9,000

If it sells in 30 days.... No problem.

If it sells in 90 days..... It has cost your client an extra 10,260.00 in home ownership cost

If it sells in 180 days.... It has cost your client an extra 20,520.00 in home ownership cost

If you have to reduce the price 10% in 90 days to sell.... Your commission just went from 18,000 to 16,200 .... You lost \$900.

If you have to reduce the price 20% in 180 days to sell.... Your commission just went from \$18,000 to \$14,400. You lost \$1,800

The lost commission 3,600 (overall) and your client now has paid 20,250 in extra expense and 30,000 in price.

Professional Photography Cost for this home: \$350.00-\$500.00 depending on size of home and services ordered.

Statistically, if homes with professional photography sell 30% sooner... for an average of 20% more than they would have received without Professional Photography.... **Do you feel the value for professional photography justifies the cost?**

Do you think you have you met your responsibilities as a Representative for your client, to put their interests before your own and to market their home according to the terms of your agreement? Professional photography makes a smart partnership for you and your client.

In fact, according to ListHub, agents who use TourFactory and Professional Photography average 65% more listings than other Realtors.

I believe this is because Sellers see the quality of their presentation online and will choose them to represent them on the sell of their home, thus increasing the quality and numbers of listings they have.

### **YOUR LISTING, YOUR BRAND**

Professional photography doesn't just sell homes, it also represents the agent brand and is a key factor in acquiring new listings. Homes and agents look their best when tours feature professional photography.