

Why should I use a real estate photographer?

Real estate photography has a proven track record of increasing viewership of your property. Don't take our word for it. Do your homework and you'll see. However, we will include a number of sources that acknowledge this benefit. Furthermore, it should sound like common sense. We live in an age where most purchase decisions take place over the internet. This means, that before anyone does a walk-through of your property, they will visually inspect it. With large volumes of comparable properties on the market, a slight inconvenience or lack of information is all it takes for your property to be passed up.

Why shouldn't I photograph my own property?

It's quite simple. You wouldn't do your own dental work would you? Specialization leads to highly competent, skilled work and a refined product. It simply is not practical for an individual that does not practice photography as a profession, to produce the same quality as that of a photographer. A photographer, specifically, a (real estate) photographer, specializes in various types of architecture. This specialist knows how to represent building structures accurately and attractively. They have spent countless hours learning to light, photograph and correct any imperfections that an image may have. Furthermore, photography is a combination of technical skill and creativity. Each property poses a unique set of technical and creative challenges that need to be solved. The photographer's enthusiasm for their craft, is what continually drives them to do excel at what they do. All-in-all, we love photography and it shows!

Do you offer volume pricing?

Yes we do, and these discounts are negotiated on a case-by-case basis. Factors that we consider, are the number and size properties submitted on a monthly basis and the scheduling of shoots. We are also in the process of developing frequent buyer incentive system for clients. Stay tuned!

How does billing work?

We are very fond of electronic billing methods, such as PayPal. These services provide a convenient means of making transactions that reduce unnecessary transit. This also provides you with an opportunity to proof the photography before purchasing it. If you've done business on Ebay, then you will have a PayPal account. If you don't already have one, we would be happy to walk you through the process. However, we can and will accept cash and checks. Checks require five business days to process, before your given possession of the photos. Please keep this fact in mind when paying for services.

Do I need to prepare my property for photography?

There are a number of things that we suggest you do, to make your property attractive. As photographers, we naturally would like to photograph your property at its best. However, we realize that there are factors that may prevent your property from being fully prepared. We do

our best to schedule in such a way, to give you the opportunity to make such preparations. As photographers, our primary concern and responsibility is to make photographs. We, on occasion, may move objects in a property to make the composition more flattering. Furthermore, we may remove minor trash items and do minor cleaning to make the photograph more attractive. But please be aware, that we do this as a courtesy, not as an obligation. If we find that a property is extremely cluttered or filthy, to a degree that we find unacceptable, we will inform you (in writing), to prevent potential disputes. Once we obtain your consent, we will proceed with the photography of property, in its current state. Below is a basic list of common things to consider when preparing the property.

1. Placing personal belonging in closets.
2. placing kitchen utensils and cleaning supplies away.
3. removing unsightly objects out of the photographers view.
4. making sure that all light-fixtures are working properly. This is very important, as lighting plays an important role in making a property attractive. And burned out bulbs make a visible and obvious bad impression.
5. And lastly, prepare the home as though you would have guests.

Is there any third party information about real estate photography?

Yes there is! I've compiled at least four sources for you to examine. There are numerous sources out there, but you'll need to weed through them to determine their credibility.

<http://photographyforrealestate.net/2007/06/13/statistics-that-drive-real-estate-photography/>

http://texasmls.com/wp-content/uploads/2011/08/WhyRealtorsShouldUseProPhotos_InfoGraphic.jpg

<http://portfoliopropertiesre.com/category/real-estate-photography/>

<http://brickroadvisuals.com/index.php/component/content/article/2-blog/services/photography/27-real-estate-photography-statistics>