

Best Practices for Listing Photos

Front View

In the very near future we will be adding FMLS listings to the corporate website. What this means is that when a search is performed by an interested buyer, both of your listing numbers (MLS and FMLS) will show up one on top of the other. If you use the same photo in both listing services you appear to be spamming the buyer by putting your listing in twice.

As you are taking your pictures of the front of the property take several photos from different angles. When you save them to your computer save them as the property address and add the number 1 to one of the views and 2 to a different view. You can always then use 1 for FMLS and 2 for MLS. You can use whatever numbering or lettering system works best for you; however it is important to be consistent and not use the same front view in both listing services.

Interior Photos

Preparing a home for photos is no different than preparing to get your portrait made. You wouldn't consider having your portrait made without a bit of grooming would you? To generate knock out photos of your listings advise your sellers to groom their house for its portrait. Here are a few ideas:

- De-Clutter and De-personalize Bye Bye Refrigerator Magnets
- Pet food and water bowls out of sight along with the pets
- All carpets vacuumed and floors swept
- All dishes washed and put away along with counter tops cleared
- Bathrooms cleaned and no towels hanging from the shower door
- Newspapers, magazines and mail should be out of sight
- Cushions and throw pillows should be neatly arranged
- All beds should be made
- Book bags, leashes, toys and shoes all have a place and it is not in your photo

Exterior Photos

- Driveways and walkways should be swept or blown
- The lawn should be recently cut and edged
- Landscape beds should be freshly trimmed, mulched and weeded
- Hoses and garden tools should be put away

Some of these items can be done as you are taking your photos however your seller can help you while helping themselves by making the photos of their home stand out.