



Robin Talks Real Estate

*A Picture is Worth
a Thousand...Dollars*

Realtor Robin Jones

First impressions are critical in selling your home. Most people get their first impression when they see your listing online. "Pic Appeal" is the new curb appeal.

Having pictures with your listing isn't enough. They need to be good! Here are some tips.

1. Make sure there's plenty of light. Take exterior shots at midday when the sun is high. Turn on as many lights as possible and use the flash for interior shots.
2. Show the whole house. Most sites allow numerous photos because buyers want to see everything. Get shots of the bedrooms, kitchen, bathroom, living room, dining room, and the back yard.
3. Clean up. Inside, get rid of clutter and rearrange if necessary to make rooms look more spacious. Outside, put the garbage cans and the car in the garage. Avoid wires, light poles, etc.
4. If you're not the best photographer, ask your Realtor to take the photos. Many Realtors are great with a camera because it's part of their job. If you don't like your Realtor's photos, ask them to recommend a professional.
5. Quality is key. Forget your cell phone camera. It won't capture all the details. At the very least, use a good digital camera at a high resolution.
6. Most digital cameras come with simple editing software. If your picture isn't perfect, you can fix it.

They say a picture is worth a thousand words, but when it come to real estate, it could be worth a lot more than that!

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