

## How Important are Good Listing Photos?

There are two trends impacting real estate photography that you should know about if you're thinking of selling this year.

First, more than ever before, buyers are relying on pictures to decide whether or not to schedule a viewing. They expect to be able to go online and "tour" your home via the photography. If they don't form a good impression of your home from the pictures, they may quickly lose interest in your listing.

Second, everyone is a photographer these days! Most people have phones with cameras, and many think they can take a decent picture.

Unfortunately, taking a "decent picture" isn't good enough.

Your listing photos need to accomplish a lot. They must:

- give buyers the information they need: room sizes, layout, views, property details, etc;
- showcase the most enticing features of your home;
- communicate the functionality, spaciousness and style of each room;
- provide a sense of what it's going to be like to live there; and, much more.

In short, listing photos need to help sell your property. When you consider that these pictures are often the first look-see buyers get of your home, you can appreciate how important they are.

So, don't leave listing photos to chance. There is an art



and science to taking them.

Think of it this way. If better listing photos encourage just five percent more buyers to schedule a viewing, that could result in a faster sale at a higher price.

By the way, I'm well-versed in the best practices of taking great listing photos. Call me for more information.

## Kitchen Improvements for under \$100

Is it really possible to improve your kitchen's look for about the cost of a takeout gourmet dinner with the family?

Obviously you're not going to be able to do anything major, such as replace the cabinets within that budget. But, there are many surprisingly low-budget ways to spruce up the kitchen. Here are a few ideas:

- Do you have old cabinets? You'd be surprised how much newer they can look simply by replacing the knobs and/or handles. Pick a colour that blends, rather than contrasts, with the cabinets.
- Does your sink have a few stains? That's not unusual! There are special cleaning products available to get out the toughest stains without damaging or scratching the sink's finish.
- Lighting can have an enormous impact on the look and feel of a space, particularly the kitchen. Experiment with new lighting ideas. Try different bulb wattages. Consider a new lighting fixture that looks good and distributes the light more pleasantly.
- Often you don't need to upgrade anything – you just need to do a little redecorating.

Consider new window coverings. Declutter to create a greater sense of space. Play with such design touches as placing trendy cookbooks on the counter, adding a plant, or putting an attractive fruit basket on the counter.

Sure, depending on your choices, some of these ideas may cost you more than \$100. However, any of these low-budget improvements can make your kitchen look considerably more attractive.

You'll notice the difference. And, if you're selling, so will buyers.

## Think, Act... Live!

"Ignore the naysayers. Really the only option is, heads down and focus on the job." *Chris Pine*

"There are no regrets in life. Just lessons." *Jennifer Aniston*