

# Photos and Videos that Sell

Home buyers are visual creatures, making listing photos and videos crucial tools for getting a home sold.

According to a 2018 report from the National Association of Realtors of the 44% of buyers who used the internet during their home search, 87% found digital photos very useful in the buying process, and 46% found virtual tours very useful.

Digital media allows buyers to envision themselves in a home, making a seller's digital media strategy critical to making a sale. When you're interviewing agents, ask about their digital media capabilities and how they will use those capabilities to sell your home.

## VIDEO IS KING

Video traffic is expected to make up 82% of all internet usage by 2022, according to Cisco. The popularity of video is exploding, with the average viewer spending nearly 7 hours per week watching online videos — an increase of 59% since 2016.

It's easy to see how video marketing has become so crucial to real estate marketing. If you're selling a home, a good video can have a huge impact. In fact, the National Association of Realtors says its research shows that 80% of buyers and sellers say they prefer to work with agents who use video marketing.

Videos are easy to share among those who are making the buying decisions, as well as with friends and family. Virtual tours also can give buyers a bet-



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ter sense of the home than photos alone.

According to Animoto, a home listing video should tell a story, and highlight a home's unique features. For an even more immersive experience, a 3-D virtual tour can give buyers the feeling of being inside a home, able to turn and "walk" throughout the home to see it from many different vantage points. Larger properties can benefit from drone video to give a bird's eye view, and some listings even include fully immersive virtual reality tours.

## VIRTUAL STAGING

If you're buying a home, you proba-

bly have seen photos that are virtually staged without even realizing it. Virtual staging involves digital artists starting with a photo of an empty room, then placing digital furniture and decor in the room. Sometimes the same photo will be digitally staged in more than one way, to show the potential layouts and uses for the room. For instance, an empty finished basement could be staged as a movie theater or a home gym.

## SOCIAL MEDIA

Animoto's 2018 State of Social Video: Consumer Trends report found that 93% of marketers say they've landed a new customer thanks to a video on

social media. In fact, 47% of Realtors say social media is their largest source of online leads, according to NAR. Among platforms, 97% of Realtors reported using Facebook in their business, according to NAR.

An investment in great, professional-quality photos and video can really shine on social media, particularly on platforms such as Instagram. Agents might use Facebook Live videos to broadcast from a new listing, or post a series of Instagram stories highlighting a property.

Facebook's 360-degree photo feature also is a great way to help buyers feel like they're standing inside the home.





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REAL ESTATE 101



**#Sold**

Social media management firm Sendible recommends using hashtags to draw interest to your property on social media. Here is a list of hashtags it recommends to get you started:

#JustListed, #DreamHome, #PropertyWatch, #HomeSweetHome, #ForSale, #HomeInspiration, #NoPlaceLikeHome, #HouseHunting, #LocationLocationLocation.

HOMEWISE GLOSSARY

**Distress sale:** a distress sale occurs when the sellers must sell the property very quickly and are willing to decrease the price as an incentive to potential purchasers.

SOURCE: MLS.com

AD SPACE