

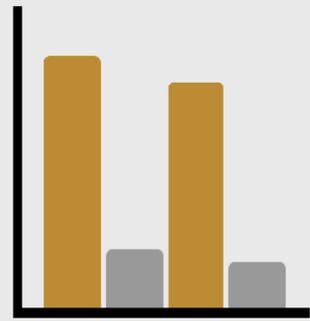
Real Estate Photography Statistics

Don't list a home with vacant photos.... **Increase the appeal!**
Create more attractive photos online that drive buyer traffic!



Why Virtual Staging?

Listings with professional photos sell 32% faster, spending only 89 days on the market compared to 123 days for other homes.



Over 90% of home buyers search for a home online.

National Association of Realtors®



83% of buyers find professional real estate photography "very useful" during the decision making process.

propertiesonline.com



Homes listed with high quality photos receive 47% higher asking price per square foot.

cbsnews.com



IMPACT OF LISTING PHOTOS



Listings with professional photos get 61% more views online.

wsj.com



Attractive photos online hold a buyers attention for 20 seconds.

marketleader.com



51% of home buyers found the home they purchased on the internet.



Empty spaces look less inviting and rooms may appear to be smaller in vacant photos.

Professional photography can help sell a listing 39% closer to the original listing price!

IMOTOPHOTO



78% of all expired listings are vacant.

National Association of Realtors®

KEY ROOMS TO VIRTUALLY STAGE

Virtual Staging is much less expensive than your first price reduction!



Entry Hall



Living Room



Kitchen / Dining



Master Suite



Outdoor Living

61% of listing agents incorporate STAGING into their Marketing Strategies.

