



Real Estate **VISUAL STRATEGY & ROI**

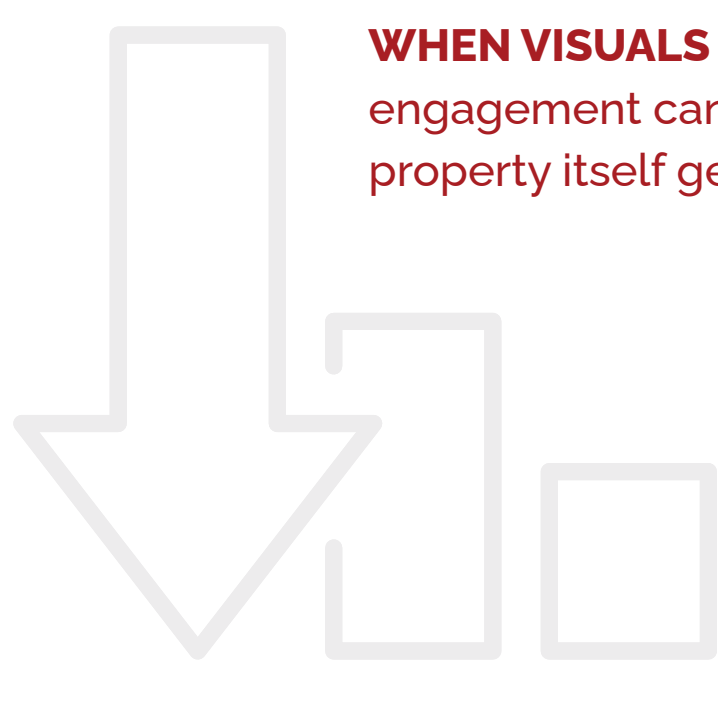
Where Listing Performance Starts



MORE THAN 90% of home buyers use the internet in their home search.¹



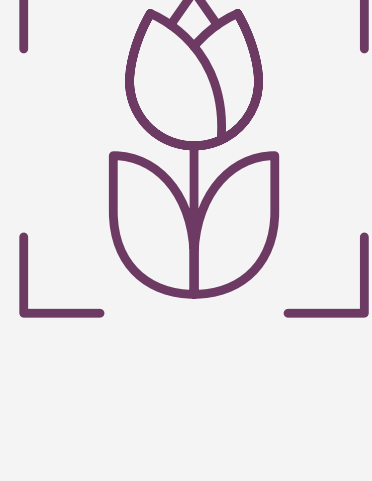
85% OF BUYERS SAY photos are the most important factor in deciding which homes to view.¹



WHEN VISUALS UNDERPERFORM, engagement can drop before the property itself gets a fair chance.

Framing The Space

Listing images should feel open, clear, and true to the space.



LENS CHOICE

- ✓ **Ultra-wide lenses** help show more of the room at once.
- ✓ **Pushed too far,** they can bend lines and skew scale.
- ✓ **Clean framing** keeps the space open, natural, and true.



EXPOSURE CHOICE

- ✓ **HDR-capable** systems help balance bright and dark areas.
- ✓ **They hold window detail** while keeping the room visible.
- ✓ **Natural exposure** can look clean, but may lose detail fast.

From Documentation To Marketing

Once the core listing photos are solid, premium visuals can change how the property is perceived.



AERIAL CONTEXT

- + Drone photography shows scale, layout, and access.
- + 52% of REALTORS® use drone photography/video.²
- + It adds context when land and exterior features matter.

TWILIGHT IMPACT

- + Twilight photography adds mood, depth, and contrast.
- + It helps exterior lighting and standout details read clearly.
- + It can make the listing feel more polished at a glance.



Where Listing Performance Starts



CORE CAPTURE

Ultra-wide lenses help cover rooms with less cropping.

Tripods help keep framing level and exposure stable.

HDR systems help interiors hold bright and dark detail.



ADDED PERSPECTIVE

DJI drones help show rooflines, lots, and approach.

Aerial views help buyers read the full site more clearly.

Extra context helps outdoor features feel more valuable.



COST CONTROL

In-house gear gives teams more control over output.

Outsourcing can save time on editing and specialty work.

The best mix depends on volume, staff, and workflow.



A STRONG VISUAL STRATEGY turns better images into better marketing.



Sources: 1. <https://www.nar.realtor/blogs/styled-staged-sold/8-tips-to-make-your-listing-picture-perfect>
2. <https://www.nar.realtor/research-and-statistics/research-reports/realtor-technology-survey>