



[www.Hearthstone.Photo](http://www.Hearthstone.Photo)

## What Are Listing Photos Worth To You?

What do you mean by “worth”? Do you mean “price”? Do you mean “value”? Well, all of those and more. Let’s start by looking at price, as in “how much should you pay”. In economist-speak, the price you pay should equal the marginal revenue product. This is a fancy way of saying the photos should pay for themselves and not a penny less. But just what does that mean?

It is said that the stingy person spends the most. Sub-par photos may cost you less initially but they *will* cost you more in the long run. We all know the importance of good listing photos, but just what are they really worth? Without trying to put a number on the cost of stinginess, let’s look at the known benefits of working with a good photographer who knows you and how you market real estate:

- Consistent photographic coverage builds your brand.
- Giving your sellers individual, professional attention builds repeat business.
- A track record of low DOM and high listing-to-sale price ratio attracts new sellers.
- High sales volume helps you negotiate a better split with your agency.
- Working with just one photographer means less time and hassle for you.
- Your photographer’s input is a valuable resource.
- Your photographs don’t represent the listing, they represent **you**.

If none of these things matter to you, stop reading right freakin’ now! Go do something else.

On a \$400,000 listing, gross commission at 6 percent comes to between \$12,000 and \$24,000 depending on who sells it. If you get a 60 percent split, your share will be \$7,200 to \$14,400. Then subtract your expenses of, say, \$2,000 – to pick a number. So, your net is \$5,200 to \$12,400. (Remember, the cost of the photos comes out of that \$2,000.) Ok, how much are you willing to pay to get \$5,200 or more? How much to get it sooner rather than later? When the difference between good and mediocre photos is less than the price of a decent dinner out? Really?

Last point: many photo services send a photographer to do the on-site shoot and then have another person process the photos to make the final product. Ok, how does the processor get to know your wishes and the listing itself if they have never walked through the listing with you? How do they support your brand? Just as there is no free lunch, there are no unavoidable costs. There is a cost to mass produced photos and my guess is that you’re the one who pays it.

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Haven't answered the question, have I? All I can do here is point out the value of working with a photographer who fits into your business model and your brand as a Realtor. Short story, choose a photographer who gives you this:

- The same person shows up for each assignment.
- The same person who takes the photos processes them.
- Treats each listing as unique, not as a commodity.
- Treats you as unique, not as a commodity.
- Asks questions and makes suggestions.
- Gets to know you and your brand.
- Treats you and your sellers with professional respect.
- Delivers consistent, high quality results on time, every time.

If your current photographer or photo service doesn't do these things, do you really need them on your team? If you or your clients are just a commodity to them, are they sufficiently invested in your success for you to mess with them for one second longer?

And finally, what is your photographer worth to you as a Realtor?

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