

Days on the Market is Directly related to how many photos are online!

Survey says:

1 photo = 5 views and 1.37 leads
21 or more photos = over 77 views and 11+ leads

Clearly, the listings that added 20+ photos generated nearly 10 times the number of leads and over 15 times the number of views.

1 photo = 70 DOM
6 photos = 40 DOM
16-19 photos = 36 DOM
20 photos max=32 DOM

Price as a percentage of the Original Price also showed a direct correlation.

1 Photo = 91.2% of Original Price
6 or more = 95% of Original Price

According to these findings, a \$600,000 home, sporting only one photo, could sell for as much as 3.8% LESS or a loss of over \$22,000, just because there was only one photo accompanying the listing. More amazing is the fact that only 12% of agents posted the maximum 20 photos.

StagersLIST.com Expo – Kym Hough

Today's Way To Market Properties

Internet

- In 1995 only 2% of home buyers did research on the Internet prior to contacting a Realtor. In 2007 that number jumped to 87%. Buyers today have their list of properties already prepared and have eliminated houses they don't want to see...

Source: Realtor.com

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