BRYAN REALTY
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Your advocates. Your agents.®

OPENING DOORS *Together.*

YOUR MONTHLY GUIDE TO
HOMEOWNERSHIP WEALTH AND COMMUNITY



PROFESSIONAL PHOTOGRAPHY: IS IT WORTH IT?

BETTER PHOTOS. MORE VIEWS. STRONGER OFFERS.

Today's buyers start their search online. In fact, 95% of buyers say photos are the most important factor when browsing listings. High-quality images don't just make your home look good—they help it sell faster and for more money.

THE POWER OF PROFESSIONAL PHOTOS

61%
MORE VIEWS
Listings with professional photos get 61% more views online.

47%
HIGHER SALE PRICE
Homes sell for up to 47% more per square foot on average.

32%
FASTER SALES
Professionally photographed homes sell up to 32% faster.

MORE INTEREST
Great photos grab attention and bring more buyers through the door.

THE BOTTOM LINE
Professional photos help your home stand out, attract serious buyers, and deliver a stronger return.

AMATEUR VS. PROFESSIONAL

AMATEUR PHOTOS	VS.	PROFESSIONAL PHOTOS
✗ Poor lighting and angles		✓ Bright, clear, and inviting
✗ Cluttered or distorted views		✓ Accurate and appealing views
✗ Lower online engagement		✓ More online engagement
✗ Less buyer interest		✓ More showings and offers
✗ May lead to lower offers		✓ Stronger sale price

Great Photos Sell Homes.
Investing in professional photography is one of the simplest ways to get top dollar for your home.

WHAT PROFESSIONAL PHOTOS DELIVER

BETTER LIGHTING & CLARITY
Professionals use the right lighting, angles, and equipment to showcase your home's best features.

WIDER, BRIGHTER SPACES
Wide-angle lenses and expert editing make rooms look open, inviting, and true to life.

HIGHLIGHT KEY FEATURES
From beautiful kitchens to outdoor living spaces, pros know what buyers want to see.

TWILIGHT & DRONE OPTIONS
Stunning twilight shots and aerial views add WOW factor and help your listing stand out.

STRONG FIRST IMPRESSION
Your first photo is your first showing—make it count and keep buyers clicking for more.

DID YOU KNOW?
Listings with professional photos not only sell faster, but they're also more likely to lead to multiple offers.



BUYERS DECIDE FAST
You have just seconds to make a great first impression online. Professional photos help your home stand out and get buyers excited to see more.
Let's make your move together.

TIPS TO GET THE MOST OUT OF YOUR PHOTOS

- ✓ Declutter and clean every room
- ✓ Let in natural light—open blinds and curtains
- ✓ Stage key areas for maximum appeal
- ✓ Highlight indoor and outdoor living spaces
- ✓ Work with a photographer who specializes in real estate

Let's open the door to your next chapter.

Our local experts are here to help you navigate every step of the home selling process with confidence.
Let's make your move together.

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