

If you don't think photos matter, take a look at these statistics

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 days on market

6 photos = 40 days on market

16-19 photos = 36 days on market

20+ photos = 32 days on market

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 (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 allowed 20 photos.

