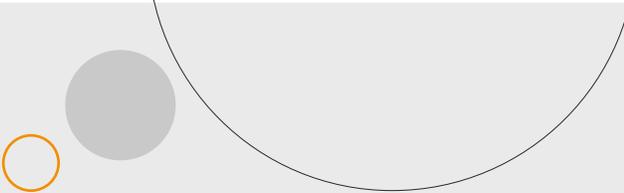




# HOMEJAB Real Estate Photography SURVEY REPORT



## Real estate agents know that use of high-quality images and video drives online traffic and engagement.

Great photos and videos also raise active real estate agents' local visibility while enhancing their reputation. As a result, professional photographers play an essential role in today's real estate market as they fuel better promotion of property listings. Our latest survey results show the diligence and techniques agents commit to showcasing great photographs.

According to the National Association of Realtors, with 97 percent of home buyers using the internet when searching for homes, professional photos, video, and other advanced imaging tools are more important than ever. Using professional imaging can mean a faster home sale and enhance a real estate agent's reputation in the marketplace.

At HomeJab.com, we provide on-demand professional real estate photography and other visual production services nationwide for real estate agents and brokers. We are watching new imaging technologies, including virtual staging, virtual twilight photos, and aerial photography, rapidly adopted and used to sell homes faster. This survey highlights real estate agent preferences in these hot new trends.

Every day, we work with thousands of professional real estate photographers coast-to-coast who provide real estate agents with a full range of imaging services, edited, and delivered within 24 hours. Accessible through our one-stop-shop for real estate listings at HomeJab.com, every listing comes with a property landing page.

Having easy access to professional real estate photography allows agents to do their jobs better and more efficiently. Professional photography helps agents win more listings and sell homes faster. You can learn more about how we can provide fast and affordable shoots for any sized brokerage, individual agent, or team at HomeJab.com.

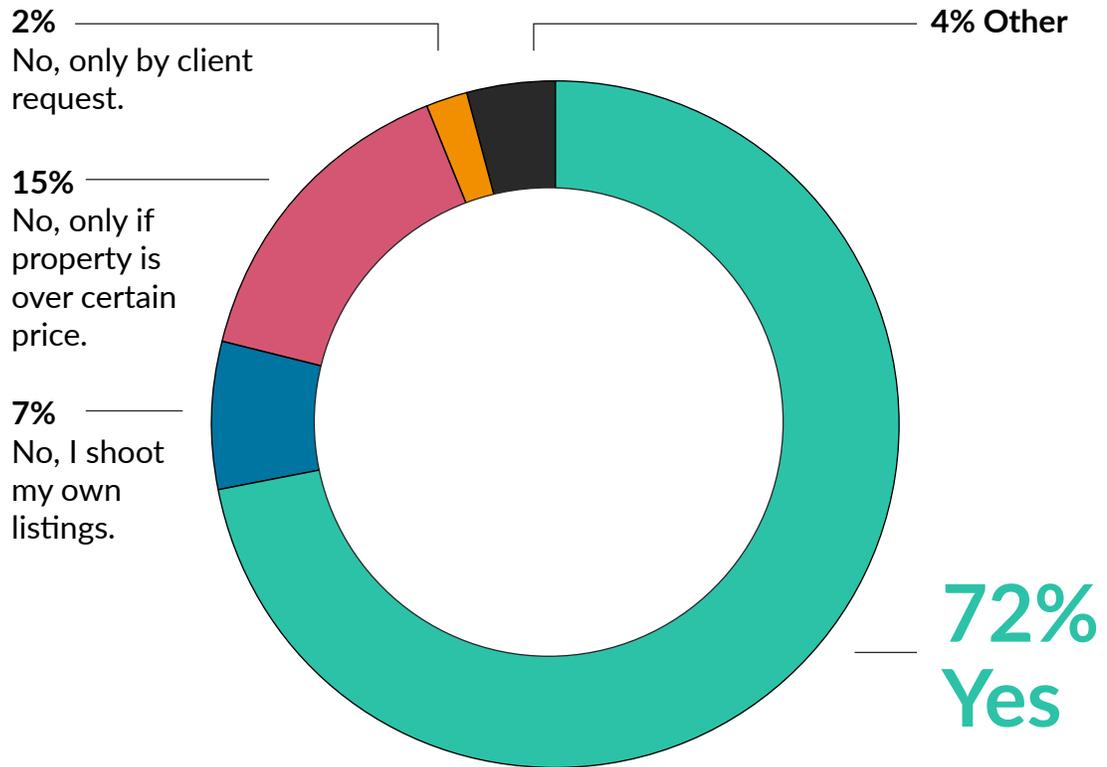
Meanwhile, check out these survey results and consider ways to make today's technology and trends work for you.



Joe Jesuele  
Founder and CEO of HomeJab



Do you hire a professional photographer for every listing?



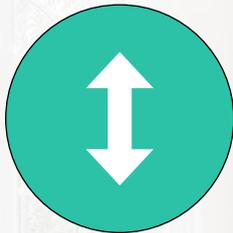
Using professional imaging can mean a faster home sale and enhance a real estate agent's reputation in the marketplace.



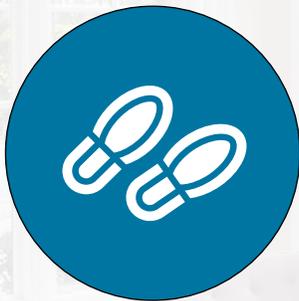
Which kind of virtual tour do you prefer to use with your listings?



21%  
3D/360 Tour



31%  
Like both the same



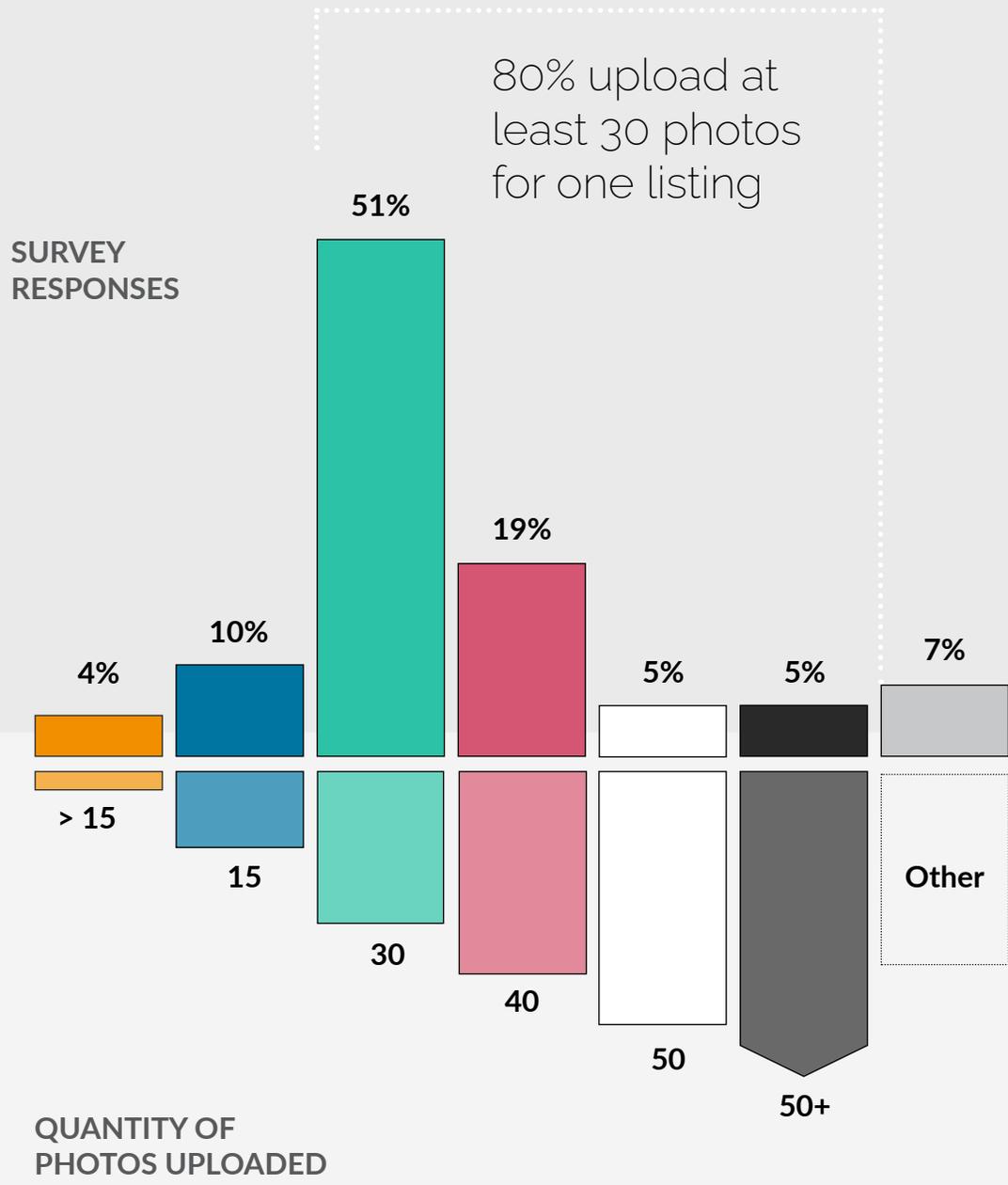
35%  
Video walk-through

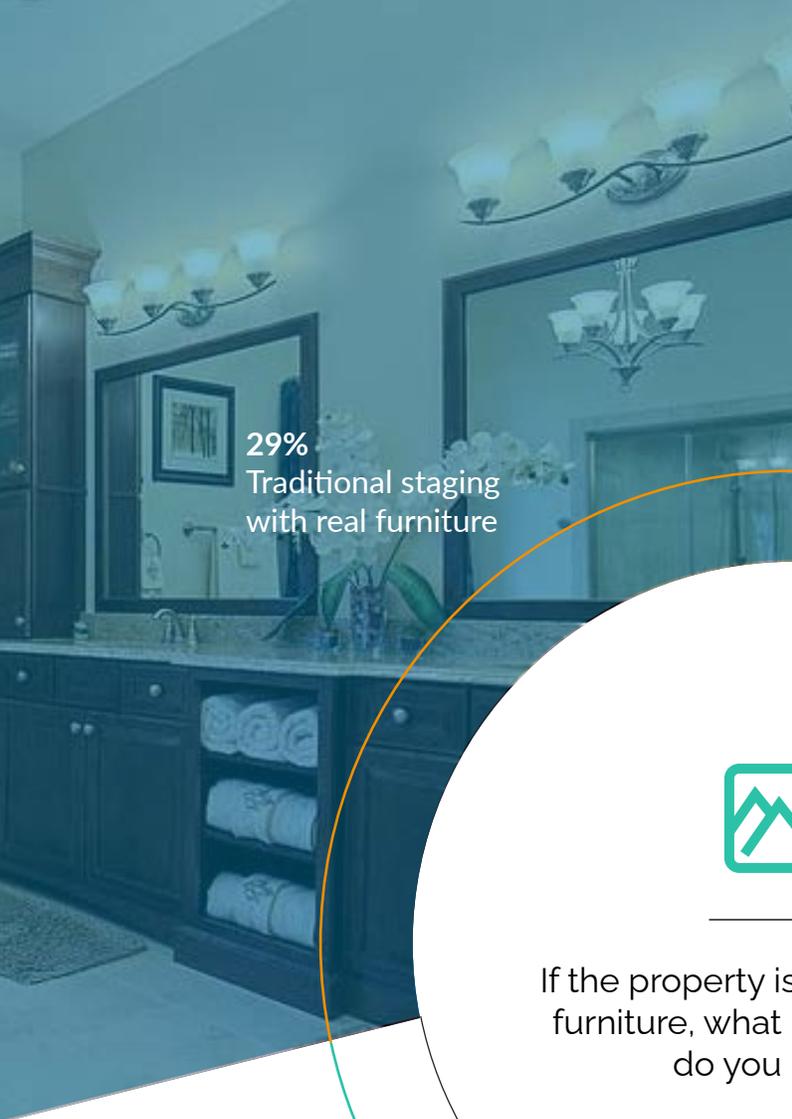


13%  
Don't use either



How many photos do you upload to the MLS for an average sized home?





**29%**  
Traditional staging  
with real furniture

**40.5%**  
Neither, I don't stage  
the home



If the property is vacant with no  
furniture, what kind of staging  
do you prefer?

**30.5%**  
Virtual staging



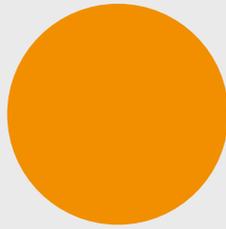
Having easy access to professional  
real estate photography allows  
agents to do their jobs better and  
more efficiently.



Have you ever tried twilight photography?



**7%**  
YES  
I love it



**36%**  
No,  
but I'm  
interested



**3%**  
I use  
virtual  
twilight only



**14%**  
No, not  
interested



**5%**  
YES but,  
I don't  
love it

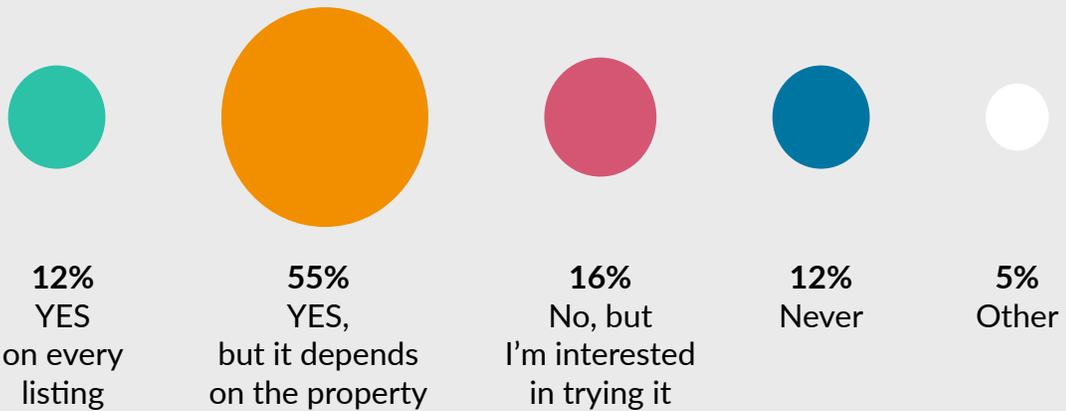


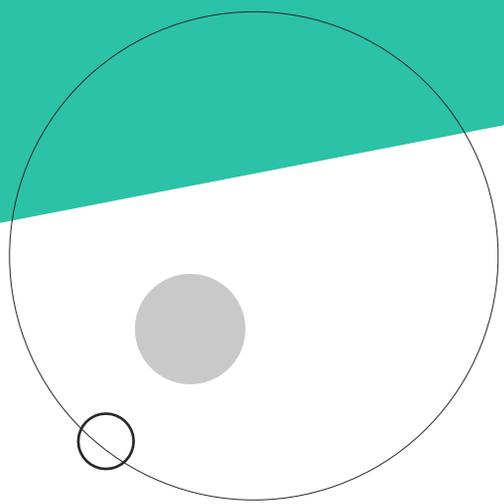
**6%**  
Other

**3x more** Property listings with twilight photos get three times more engagement from buyers.



Do you typically use aerial photography?





# HOMEJAB

America's most popular and reliable on-demand professional real estate photography and video service for real estate pros, and the leading expert on real estate photography and emerging visual technologies for real estate.

**Contact our team to learn more.**



[www.homejab.com](http://www.homejab.com)



[support@homejab.com](mailto:support@homejab.com)



855-226-8305