

Best Practice for Success

For Sale or For Rent – More is Better for Photos!

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This is a continuation of my series on best practice for success where I discuss best practices in residential property management. This one applies to both properties for rent or sale!

So, I'm shopping for a short-term rental in another part of NM that's primarily a vacation destination. The market there is hot like it is everywhere else, I see a property I like and it has 7 photos, only 7! Its hours away from me so I need to rely on the photos a lot so as to make some kind of decision as I'm sure other buyers would also, right? From the photos provided I can't tell where rooms are, what's the layout of the property? where's the laundry room? does the property have views? What's the master bedroom look like? By the time I figure it out using the 7 photos and google satellite it goes pending. Very frustrating as a prospective buyer that the listing Broker thinks 7 photos is enough in an area full of 2nd homes and or short-term rentals (out of area buyers / owners). While this property was not large, at least 2 photos per room and photos of nice features (e.g., fireplace) would not have been hard nor taken much more time. Photos can also be taken to connect the rooms so as to get a floorplan flow / understanding for possible buyers / renters. Why no more photos... listing Brokers are too cheap with time in a busy market to take the time and or pay attention to details. More photos mean more information resulting in the attraction of more buyers, etc. (me included!) resulting in more offers and a professional property presentation. All my for-sale listings get professional photos, an area feature map and a 3D floor plan. My rentals get no less than 2-3 photos per room + the outsides + a map that shows shopping, transportation, and parks / walking paths in the area. More photos are all part of the details I pay attention to for my Sellers / Owners / Prospective tenants. Details means more professional!

If you, your friends or family need a professional property manager / Realtor® that pays attention to details like photos and neighborhood features in the residential rental or sales market, please contact me.