



AGENT GUIDANCE

A seller-centered way to talk about photography

A NATURAL 30-SECOND VERSION

"Most buyers will meet your home online before they walk through the door, so photography is part of our launch strategy. You do not need to make the home perfect. We will give you a clear preparation plan, focus first on the details that make the greatest visual difference, and work respectfully with the home as it is. You, I, and the photographer are one team, all working to present your home thoughtfully and support the strongest possible market response."

REASSURING PHRASES TO KEEP HANDY

- Let's focus on what will make the biggest difference, not on perfection.
- The photographer is here to showcase your home, never to judge how you live.
- If time or energy is limited, we will prioritize together.

WHEN A SELLER NEEDS REASSURANCE

"There is too much to do."

We can separate the must-dos from the nice-to-dos and put our energy where it will show most.

"I am embarrassed about the house."

Homes are lived in. This is a collaborative presentation process, not an inspection or a judgment.

"I do not think the photos matter that much."

Photos often shape whether a buyer pauses, clicks, saves, or schedules a showing. In NAR's 2025 report, 81% of buyers rated listing photos the most useful online-search feature.

KEEP THE PROMISE GROUNDED

Say: "Professional photography helps us earn attention and communicate the home's value clearly."
Avoid guarantees that photos alone will produce a faster sale or a higher price.