

Staging Your Charlottesville Home for the Digital Highway

Some key preparations for the marketing of any Charlottesville home actually start well before the first showing or open house: they take place in the hours before the Charlottesville listing photos are taken. Those Charlottesville listing photos will become the definitive beauty shots—the equivalent of the glamorous depictions that grace product packaging.

Manufacturers know very well the importance of how their product looks on the carton, jar or bag. It's why top commercial photographers rely on "product stylists" (they're the experts who sort through 100 bags of potato chips to come up with the two or three that will photograph perfectly).

Charlottesville listing photos no longer have anything to do with 20th-century cameras or film. But it's not just the move to digital that's responsible for creating a higher quality Charlottesville listing photos. To guarantee you maximize the quality of your own Charlottesville home's listing photos, it remains a team effort...and you're on the team. Four elements are called for:

1. **Equipment.** Even now, the technology behind photo equipment is advancing rapidly. What used to require compliments of hot lamps, stands, and even a reflector or two can now be accomplished with a single travel case of lightweight equipment. Still vital: the "eye" of the knowledgeable pro behind the lens.
2. **Patience.** For the critical exterior shot, Mother Nature controls most of the timing. The photographers creating the best Charlottesville listing photos don't just take weather into account—they factor in the house's orientation and the time of day that will show it to its best advantage, and plan accordingly.
3. **Homeowner prep.** The NAR[®]'s real estate photo tutorial emphasizes how important homeowners can be on the big day because "little things can make—or break—listing photos." Examples are paying special attention to blinds, bedspreads and shower curtains (making sure they are smooth)—as well as removing any and all unnecessary knick-knacks and clutter.
4. **The digital finale.** It used to be that fine photo correcting was a time-consuming art practiced mainly in the production studios of national publications. That's no longer the case. Digital images can be quickly refined via ubiquitous photo processing software that makes retouching and image enhancing part of the professional's everyday bag of tricks.

Starting out with dynamic listing photos is important—as are the many steps to follow. Our team has the professionals in place to put your best foot forward on today's online, digital highway. When it's your time to list, I hope you'll allow me to demonstrate the personal care that makes selling your Charlottesville home a low-stress experience!



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SETH BATTON

REALTOR, ABR®, e-PRO®, GREEN®

Born and raised in the Shenandoah Valley of Central Virginia, I love everything outdoors. Most of my free time is spent hiking, rock climbing, playing water sports, or cooking out on the back deck with friends. As a child, my parents built me with the core values of a southern gentleman. Trust starts with honesty and honesty builds integrity. I'm a technology guru! One of my favorite hobbies is restoring old homes in depressed neighborhoods to meet the needs of our generation today. My mission is to build a career worth having, a business worth owning, and a life worth living.

I'm an Accredited Buyer's Representative (ABR) with the National Association of Realtors. Which means I have extensive training to help walk you through the home buying process from start to finish. From lenders and home inspectors to mortgage agents and closing companies, together we will find the best home for your family's needs!

As an e-PRO®, I can show your home to over 500 million visitors today. And you don't even need to vacuum! Curb appeal isn't just about looking good from the street. It's about looking good from the digital highway!

For more information contact me at:

Seth Batton, Realtor

3510 Remson Ct., Suite 301

Charlottesville, VA 22901

(c) 540-241-1877

(w) 434-220-2200

SethBatton.com

seth@FindHomesInCharlottesville.com



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