

The Complete Guide to Selecting **the Best** Photography Partner.



Four ways to choose a professional photographer for your properties

A career in property management can be gratifying and overwhelming at the same time. You may feel like you're juggling many responsibilities as you try to get your single-family rental(s) listed and occupied.

It's essential to have reliable vendors on your site to help make your job easier. Finding the right real estate photography provider will not only help you better market your properties online, but it'll help you build your brand over time.

This is your guide to finding the best real estate photography vendor based on four key attributes: listing image quality, customer service support, ordering process protocol, and additional visual marketing solutions.

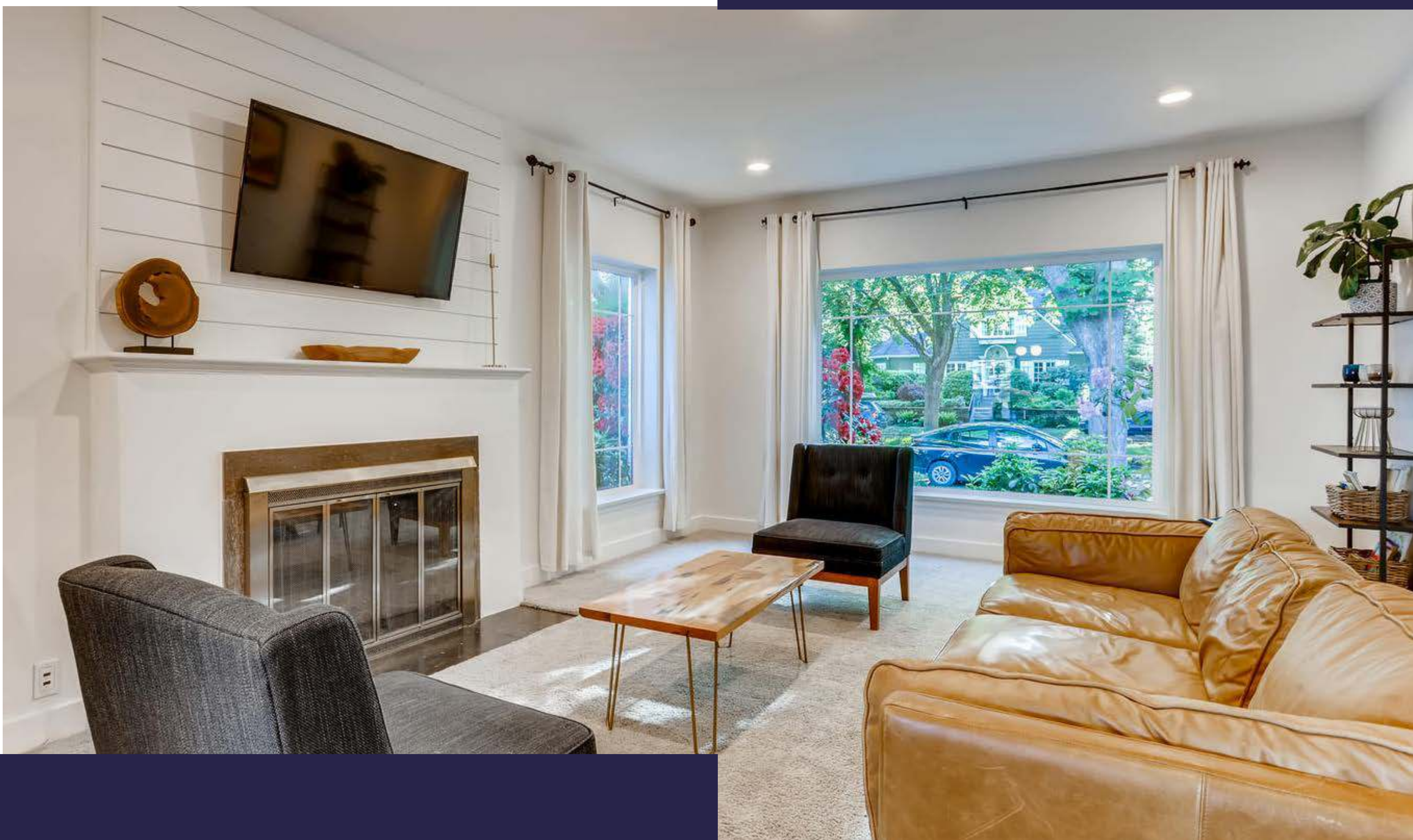


Image Quality



Image Quality

When potential tenants are searching online for a home to rent, they look at several things to determine what properties to apply to. They will look at price and location while browsing the listing photos. Your listing images can make or break your opportunity to receive applications for a property. To stand out online, you want to find a professional photographer that offers high-quality, consistent listing images.

Airbnb found that when their property managers and hosts used professional photography, their listings were booked 2.5 times more frequently than hosts who took photos on their own. These professional listing images also brought in over \$1,000 more a month in comparison.

Here are a few key things to consider when it comes to **listing image quality**:



Listing images should be captured with a **wide-angle lens and proper camera equipment**.

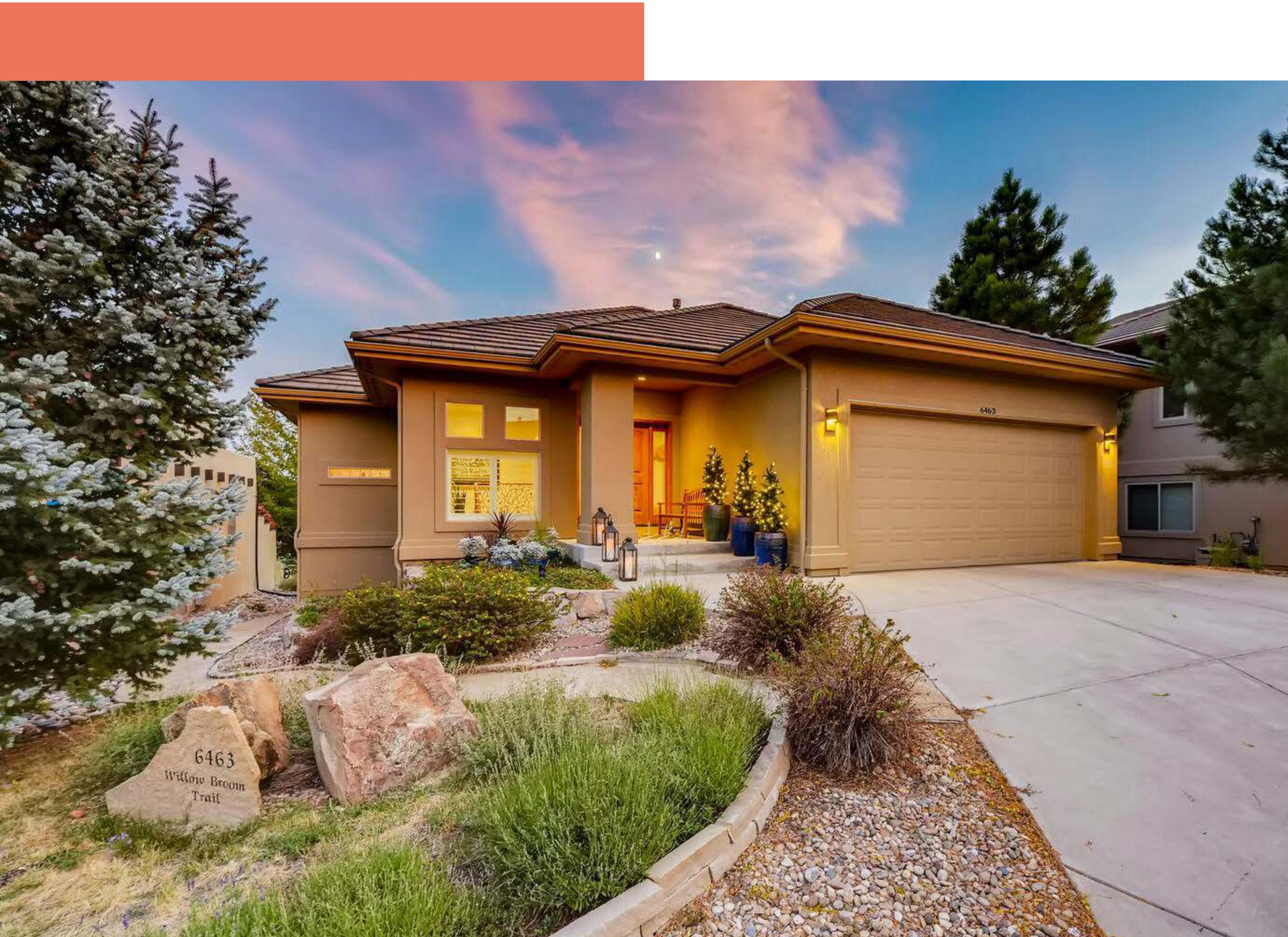


Listing images should have proper **exposure and lighting, image clarity, and composition**.



The photography provider's portfolio should be **consistent across multiple properties**.

Professional listing photos not only help your properties stand out; they also help build your brand. When you find your preferred professional photography provider, you will begin to create strong brand consistency. Other property managers and potential tenants will start to recognize your company and your properties through your professional listing images.



Customer Service Support



Customer Service Support

As you build your vendor list, you shouldn't have to add any additional stress. That's why it's crucial to find a real estate photography provider who offers exceptional customer service and support.

There are several moving parts to get your property marketed online, which includes posting the listing online. Ensure the photography vendor you select has a highly-rated customer service team who is easy to contact, understands your needs, and upholds their standards of service throughout the entire process.

Here are a few key things to consider when it comes to **customer service support**:



Customer service should be **available through multiple channels: phone, email, and chat.**



Customer service should be **ready to listen to your needs and help find fast resolutions.**

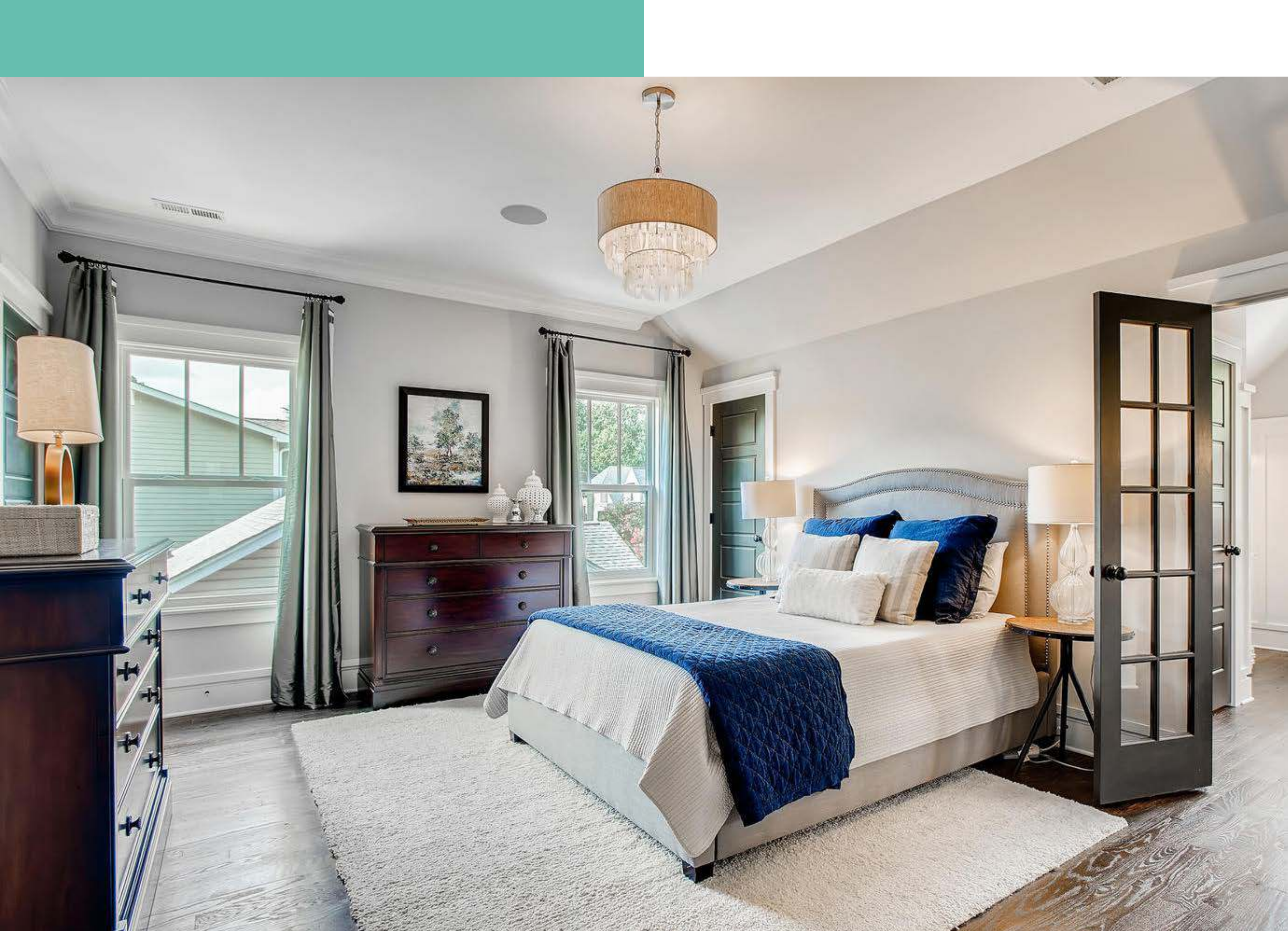


Customer service should **provide onboarding and hands-on training** for their clients.



Customer service should **have a high satisfaction rating** among its clients.

The right customer service or client success team has your best interest at heart. They strive to help their clients succeed and work hard to provide training, mentorship, and conflict resolution when necessary.



Easy Ordering Process



Easy Ordering Process

As a property marketer, you're busy. One of the qualities your real estate photography vendor should offer is a smooth and straightforward ordering process. If you're working under tight time constraints or deadlines, a provider with multiple photographers available in your area will allow you to schedule a listing shoot on your time.

Additionally, the entire ordering process should be available through multiple channels. An exceptional photography vendor will have 24/7 online ordering through their website. They will also offer scheduling over the phone or through integration capabilities.

Here are a few key things to consider when it comes to an ordering process protocol:



The ordering process should have the option of **24/7 online scheduling**.



The ordering process should be **easy and take only a few minutes**.

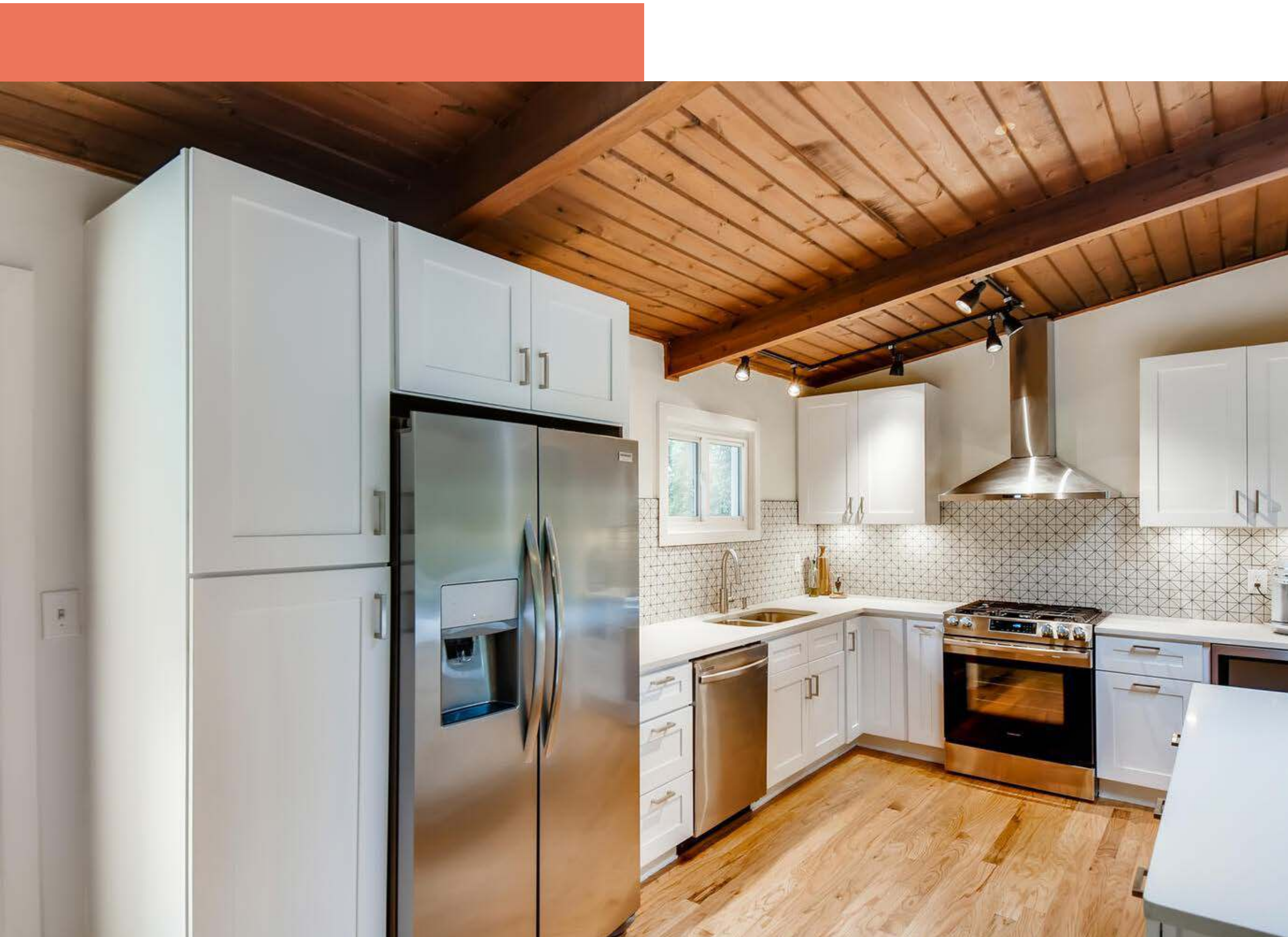


The ordering process should have the option to **integrate with your current infrastructure**.



Your vendor should be able to **send your images directly** to your internal systems.

The process of ordering your real estate photography shoot should be stress-free and straightforward. A real estate photography vendor with multiple locations, a team dedicated to client success, and a website with a streamlined ordering process will be your best option for effective scheduling every time.



Additional Visual Marketing Solutions



Additional Visual Marketing Solutions

Great real estate photography providers offer more than just listing images. They also provide additional visual marketing solutions like 3D tours, floorplans, single property websites, and 360-degree panoramas. These enhancements can further help your SFR stand out online. For example, floor plans and 3D Tours can be especially helpful for renters to better understand the property's layout.

Here are additional marketing solutions **your photography vendor should provide:**



3D tours of your listing



A single property website for your listing



Interactive floor plans of your property



360-degree panoramas of your listing



Stock images of your listing's **community and neighborhood**

Suppose the potential renters are from out of town. In that case, visual marketing add-ons will help them visualize the space and consider applying without seeing the property in person.

The key to choosing the best real estate photography vendor for your property management company is to find one that meets all of the attributes mentioned in this ebook. Your ideal photography provider will offer consistent, high-quality listing photos as well as an easy ordering process. They will have exceptional customer service support available by phone, email, and chat. Lastly, they will offer additional marketing solutions, including 3D tours, interactive floor plans, and single property listing websites.



**Learn more about the benefits of
professional real estate photography**

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