

Having photos that represent your listing in the best fashion makes your listings more attractive to buyers and buyer’s agents searching for listings. With many buyers using various internet platforms to search for homes, listings with good or professional photos get more views, sell faster, and for top dollar. This course is designed to show you tips for taking better photos and improving the appearance of your listings, along with uploading, and sorting while maintaining the compliance and integrity of your listing.

Course Overview

- Prepping for photos
- Taking photos
- Photo rules
- Uploading photos to your listings

Photos are the #1 violation in the MLS

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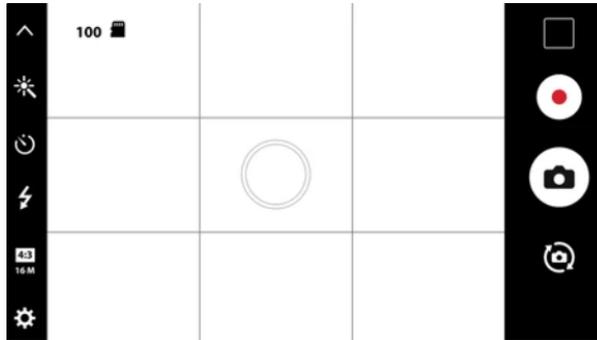
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Preparing for Photos

- Prepare the home for photos, whether by the agent or a professional is important to ensure the best results.
- Consider the 3 D's
 - **Declutter** – remove excess furniture, décor and wall coverings to make the home appear cleaner and larger to a buyer.
 - **Depersonalize** – remove personal items such as family photos, trophies, etc. as buyers want to envision themselves in the home and not the current homeowner.
 - **Determine** – Walk through every room and determine what photos to include. Look at angles, lighting, and views that will make your photos most appealing. Make a list of specific photos if necessary.
- Staging of the home is always an option. This can be done physically using a staging company or virtually using various software.
- Expose natural light by opening curtains, blinds, etc. Natural light makes photos look better and makes details stand out.

Taking the Photos

- Whenever possible, use a professional photographer.
- Regardless of camera or cell phone, if you are taking the pictures yourself, activate the grid lines to help ensure straight alignment and center focal points.



- Common mistakes made when taking photos
 - Lighting
 - Not representing the photo in true form
 - Messy or crooked photos
 - Leaving toilet seats up in bathroom photos
 - People's reflections in photos

Choose the camera brand/price that works best for you and has the options you need (lighting, Zoom, Grid Lines, etc.). We cannot advise on specific cameras.

Curb Appeal

- Be sure to take a front exterior photo on a clear bright day for clarity
- Remove any large objects or vehicles before taking exterior photos
- Be sure the lawn isn't overgrown and/or freshly cut
- Mulch and flowers or plants are an easy inexpensive way to add curb appeal
- First impressions are what sell the home

Photo & Virtual Staging Rules

Photos:

- No characters, people, or pets in the photos
- Don't create views that are not possible
- No branding, signage, or text in photos

- Do not copy or use someone else's photos without written permission
- At least one photo is required to activate a listings (100 photos max)
- The first photo must be the front exterior of the property
 - Or a natural water view from the subject property
 - Or an ariel view of the subject property
 - IF the water or ariel view is used as #1, then the front exterior must be the #2 photo
- Boxes or arrows can be used to identify properties on aerial photos. If using an arrow to point out a dock, it must be private and come with the property. No community features, etc. can be identified using shapes in photos.

Virtual Staging:

- Do not enhance or create views that are not possible.
- Use the best lighting (not too dark or too light)
- Computerized virtual staging is permitted
- Any virtual staging must be disclosed by selecting the Virtually Staged box next to public remarks and by labeling the photos that have been virtually staged in the description box with the words "Virtually Staged" as shown below.

Virtually Staged 

Check this box ONLY if one or more photos have been digitally edited by adding images of furniture, mirrors, artwork, plants, etc.
OR Removing existing furniture from a photo and replacing it with digital images of furniture, mirrors, artwork, plants, etc., is allowed.
[Auto-populated remarks will be placed in Public Remarks when this box is checked.](#)



Virtually staged.

- Only unbranded virtual tours are permitted in the MLS. Brand tours may be used outside the MLS only.
- Private video tours may be created and used if they are embedded. No visible channel information
- Follow all virtual tour rules and disclosures

Interior Virtual Staging:

- You can modify or render existing furniture and décor in a room
- You can add virtual furniture and décor to an empty room
- You cannot cover up eyesores such as holes in the floor, walls, exposed wiring, etc.
- You cannot change floor coverings, appliances, lighting, fixtures, etc. to be something not currently present
- You cannot enhance views that do not currently exist
- You cannot change paint colors, etc. to something not currently present
- You cannot make your room look larger or smaller than it truly is

Exterior Virtual Staging:

- You can add removal items to an exterior such as potted plants, patio furniture, etc.
- You cannot change the look of the exterior meaning paint color, door color, roof, landscaping, etc.
- You cannot add lighting, views, or landmarks that do not currently exist or are not possible
- You cannot virtually stage a home that is under construction.

*****Visit the MSL Rules and Regulations for all photo and virtual staging rules*****

Uploading Your Listing Photos

When adding photos to your listings, you can add them at the time of listing entry or update the photos after the listing entry. You will need at least one (1) photo to make a listing active. Photos can be updated and changed during the duration of the listing if necessary.

Here are the steps to add photos to your listing.

- Select the listing from your incomplete listings in Matrix and select the manage photos action

StellarMLS MY MATRIX | SEARCH | STATS | TAX | LINKS | FINANCE | ADD/EDIT | MA

Enter Shorthand or MLS#

My Listings (115)

Show My Office Incoming Listings Search: -- MLS # -- Click here to run

Previous Next · 1-10 of 115 · Checked 1 · All · None · Page

					ML #	Prop Type	Status	County	Legal Subdivision I
<input checked="" type="checkbox"/>						RESI	INC	Orange	BONNEVILLE PINE
<input type="checkbox"/>						RESI	INC		
<input type="checkbox"/>						RESI	INC		
<input type="checkbox"/>						RESI	INC	Duval	
<input type="checkbox"/>						RESI	INC		
<input type="checkbox"/>						RESI	INC		
<input type="checkbox"/>						RLSE	INC	Bradford	
<input type="checkbox"/>						RESI	INC		
<input type="checkbox"/>						RESI	INC		

Edit Manage Photos Manage Attachments Share Reverse Prospect Print

- Browse photos by choosing your device location (drive, folder, etc.) and select those images you wish to upload to your listing

Please Note: Pulling over photos from a previous listing is only intended for the agent if they were the previous primary listing agent.

[Click here to import photos from another listing.](#)



Click **Browse** to select photo(s) to upload (100 remaining).

- You can select multiple photos at once and upload as a group (they will upload in random order and you can re-arrange very easily).
- Verify the photos and select and delete any photos you will not be using

- Drag and drop to rearrange the order of photo placement. Be sure to follow the first photo rule and the rest may be arranged in the order that suits you and your listing.



*****The first five photos uploaded will be used to create your free virtual tour from Property Panorama*****