



## **IMOTO Study**

Respondents: 248 IMOTO Customers (professional photography users)

*Data collected in November 2018*

Which photo is the most important photo in a real estate shoot?

- Front of House - 81.05%
- Kitchen - 14.11%
- Living Room - 2.28%
- Specialty Room - 1.61%
- Bedroom - 0%
- Bathroom - 0%
- Backyard - 0.4%

When meeting with potential real estate sellers, what product (in addition to a regular photo shoot) is most likely to win you the listing?

- Twilight Photoshoot - 15.73%
- Interior Video - 43.15%
- Drone Photos - 17.34%
- Virtual Staging - 9.68%
- Drone Video - 8.06%
- Virtual Twilight - 6.05%

How important, on a scale of 1-5, is professional real estate photography to sellers when choosing a real estate agent to list their property?

- (5) Critical - 61.29%
- (4) Important - 31.05%
- (3) Neutral - 4.84%
- (2) Of Little Importance - 2.42%
- (1) Don't Care - 0.4%

Finish this sentence (check all that apply): "Professional real estate photography..."

- Helps me win more listings - 72.18%
- Increases sale price - 52.02%
- Increases online listing views - 88.71%
- Increases showings - 88.31%
- Decreases days on market - 69.76%
- Helps me brand myself - 68.95%

*For more information, please contact Hannah Huppi ([Hannah@IMOTOphoto.com](mailto:Hannah@IMOTOphoto.com)).*