

ShoreSummerRentals.com

DOUBLE YOUR VACATION RENTAL BOOKINGS

With These 3 Photography Secrets

OVERVIEW

Photos can make or break a listing; this is a fact. This very small one-time investment will cost you pennies compared to what you will receive in return in rental revenue.

Our clients who follow these 3 crucial secrets below see their bookings & overall revenue increase by as much as 100% or more.

Listings perform better with attractive, professional photos. This is a fact! Throughout our research, properties with professional photos are twice as likely to be booked as those without them.

A photography session can cost as low at \$199 but bring you thousands and thousands of dollars in return year after year.

Don't forget to **upload all 32 photographs** that each ShoreSummerRentals listing allows.



01

PROFESSIONAL PHOTOGRAPHY

We're talking recent, high-quality, well-staged and professional vacation rental photography. This very small one-time investment (a photography session can cost as low at \$150) and will pay off year after year by filling up your booking calendar.

Compared to smartphone or point-and-shoot pictures, professional photos are clear, well-lit, and composed in an attractive way to show how rooms flow together.

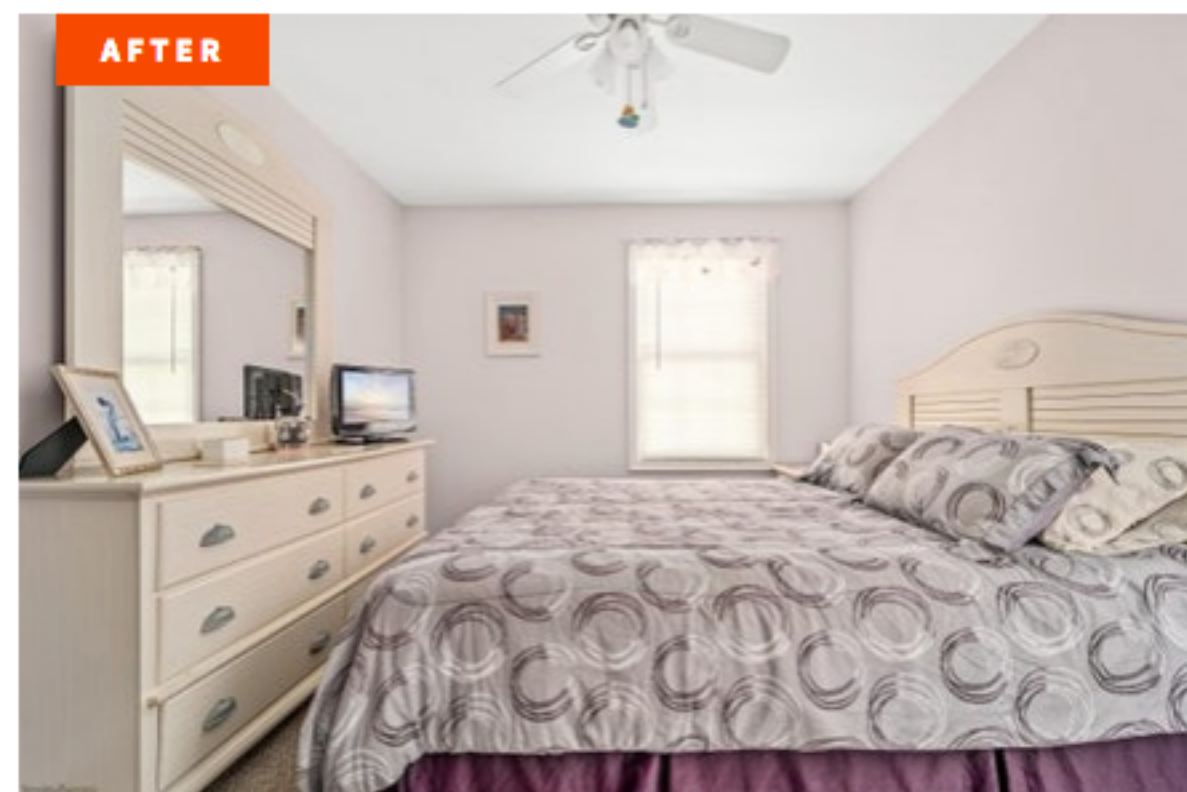
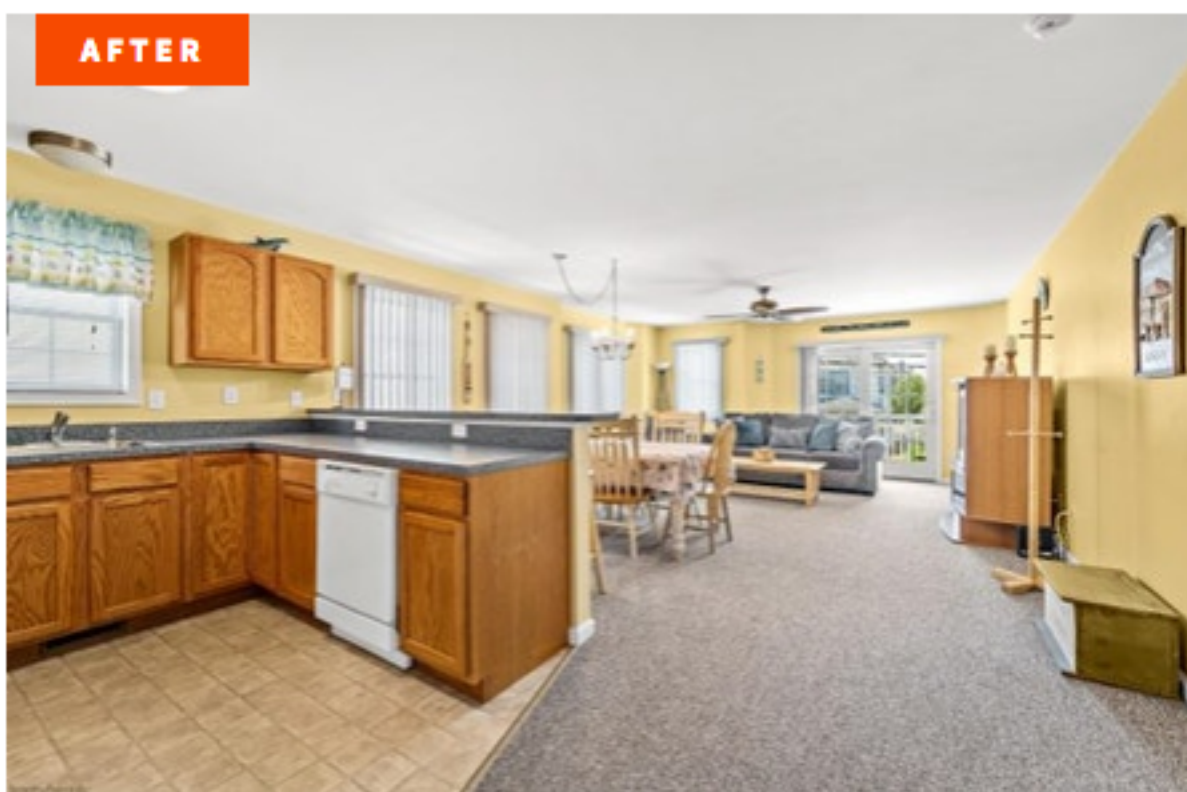
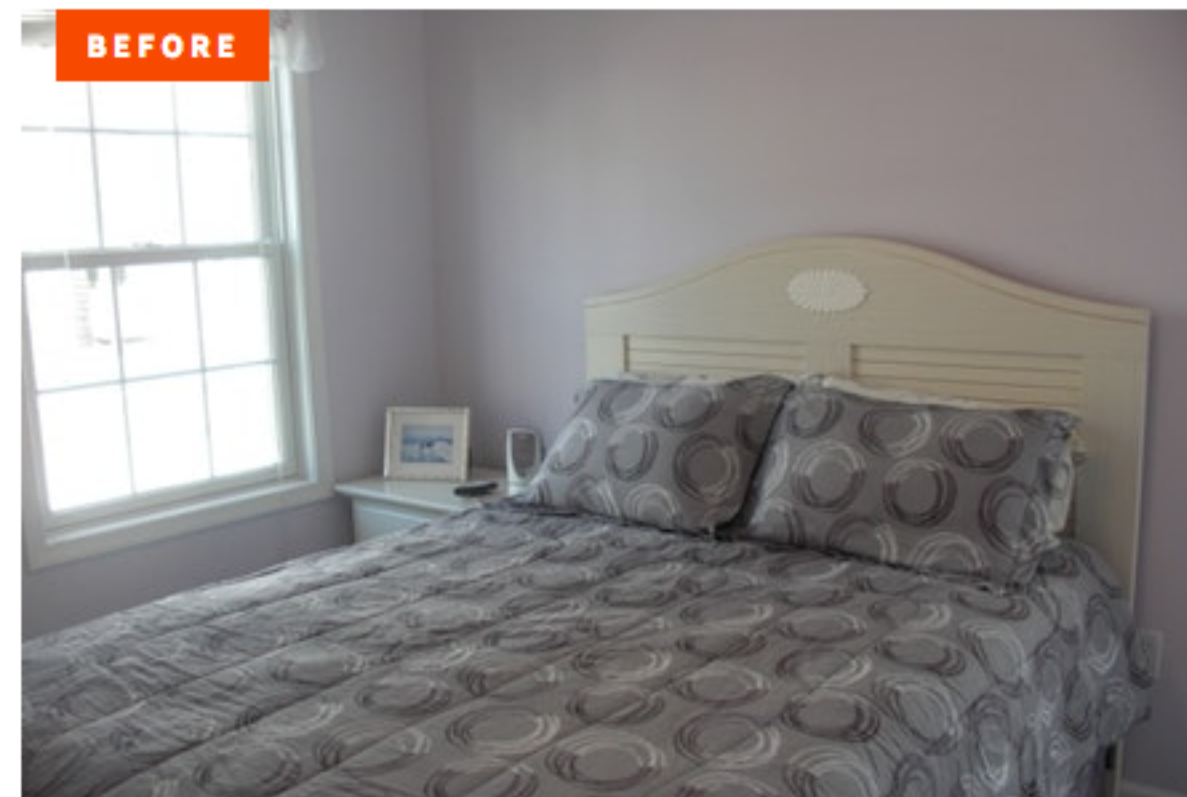
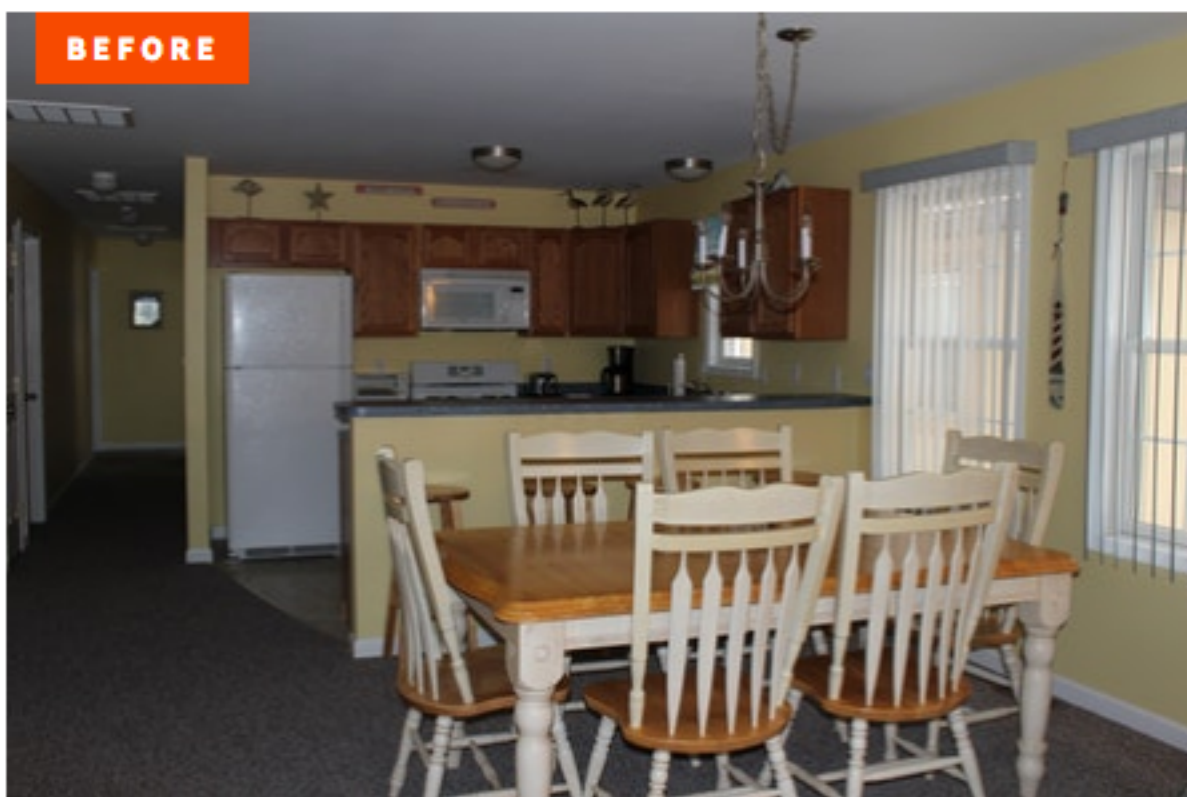
This is important because guests are spending hundreds or thousands of dollars to stay in your home and need to know what to expect. Your primary image and the first three photos following are the make-or-break pictures for renters.

The photographer must understand that you are not just marketing a home, but an experience. This will be a small investment that will have an excellent return.

Seek out a real estate photographer who ideally has experience shooting interiors, exteriors, architecture, as well as landmark shots such as beaches, fishing piers, lighthouses, etc.

You may be thinking "I am already fully booked," but professional photos will allow you to raise your rates.

Renters will see that you have invested in your home and will be willing to pay more because it shows that you take great pride in your home and value your guests.



02

ELICIT EMOTION AND JUSTIFICATION



Emotion sells, and facts justify. If your photos do not elicit emotion and invite a traveler to the experience of your home, you will lose significant rental income on the table for someone else to capture.

It is important to note that not every single one of your photos will be emotional. In fact, most of your photos will be factual, and all of your photos will work together to sell the experience of your home to the renter.

You will need an "aha" shot, the image that makes the renter say, "That is where I want to spend my next vacation."

Seek out a real estate photographer who ideally has experience shooting interiors, exteriors, architecture, as well as landmark shots such as beaches, fishing piers, lighthouses, etc.

And you will need the factual photos. Emotion sells, and facts justify. The factual photos will show things as the televisions in the rooms, the sizes and locations of the beds, the appliances in the kitchen, distance to the beach, the swimming pool area, the amount of parking available, just to mention a few.

Should you also photograph local shops, events, sightseeing and include these?

The answer is **ABSOLUTELY!**

No matter what your home is like, it's not the main reason for travel. People travel to the NJ Shore to create memories with their families on the beach and boardwalk.

By adding photos of these attractions, you form a subliminal link between your home and the attraction. This connection is very powerful.

03

**STAGING,
STAGING, STAGING**

Staging, staging, staging – Every time! Props also add color and project strong emotional vacation associations, which are the essential to secure more bookings. Without staging, your photos are simple, at best.

People aren't looking to buy your home; they are looking for a comfortable place to spend their vacation. Staging turns real estate photos into vacation rental photos, and these have higher click-through and conversion rates – every time.

Every table should be staged to some degree. Place an appropriate prop or two on every kitchen, dining, coffee, occasional, garden and poolside table. This is super easy to do.

Strive to make the home look like it's actually being rented (to VERY tidy guests). I use sun tan lotion, guide books and magazines, beer and wine, brightly colored towels and throw pillows, cut and artificial flowers, children toys, video games and so on.



The photographer will guide you, but the **minimal staging** would include the following:

- Turning on all of the lights
- Straightening artwork on the walls
- Fluffing pillows on the couch
- Tweaking the arrangement of furniture
- Clearing the kitchen counters
- Closing the toilet lids
- Hiding clutter such as remotes and laminated instruction sheets

Staging ideas that **go one step further** include:

- Adding fresh flowers or a potted succulent
- Neatly stacking guidebooks on the coffee table
- An open laptop on the desk or table
- Coffee mugs on the deck
- Wine and glasses by the fireplace
- Place settings on the dining table
- Towel, book, and sunglasses by the pool

When staging keep in mind these two rules:

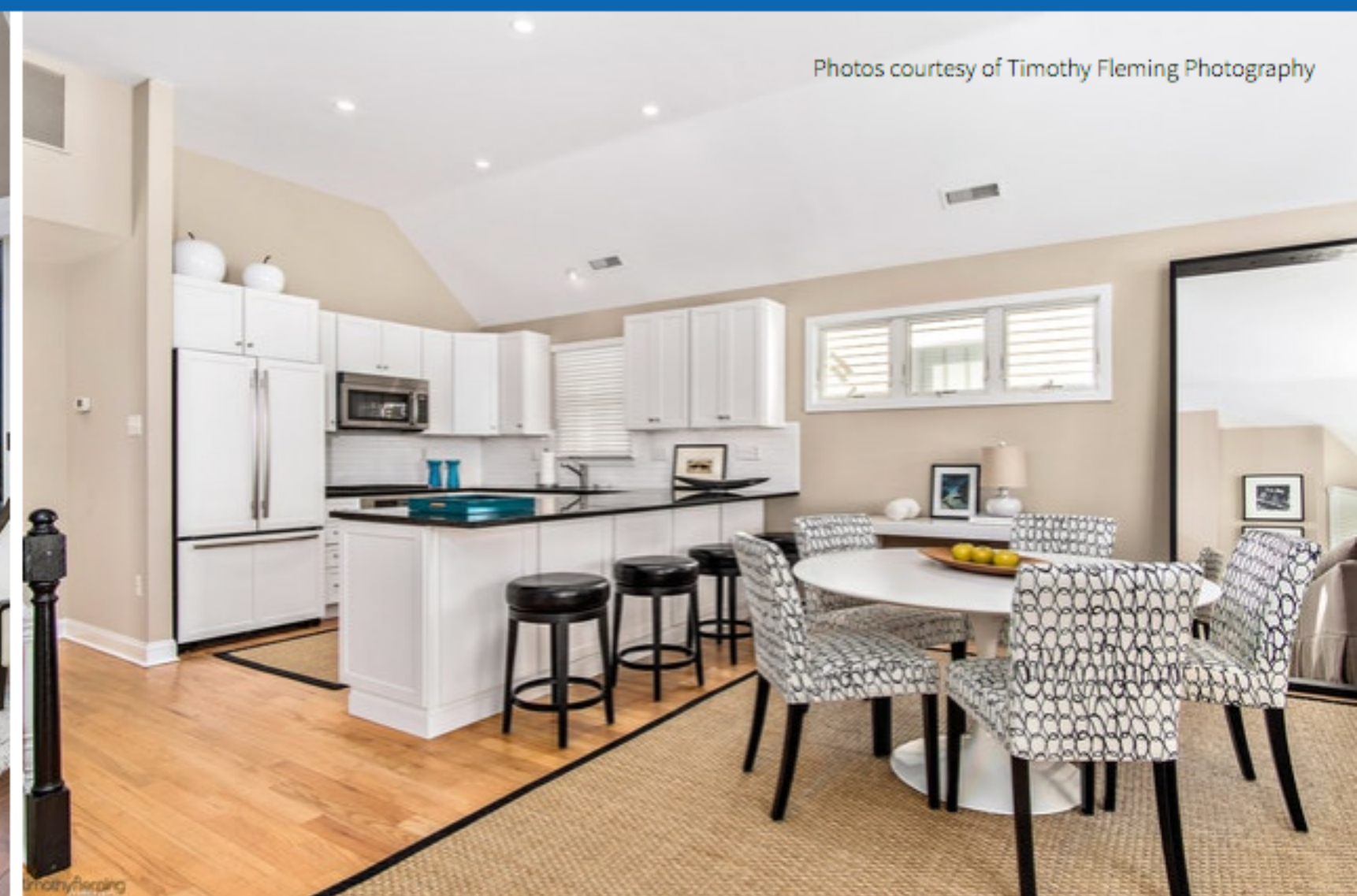
You are creating a scene that looks as if someone just stepped away and will be back shortly.

Only use items that are available to the guest so that they can recreate the scene.

This refers to the wine glasses, place settings, and the like. Don't set that scene and then remove those items from the home. Note that food, drink, and fresh flowers and plants are not something that guests expect you to provide unless you specifically state you will provide them, but you may use them when staging.



Photos courtesy of Timothy Fleming Photography



As the old saying goes, a picture is worth a thousand words. This small investment will double that rental income and set you up for major rental success!

Please **contact me** for photographers that I highly recommend.

List your rental with
ShoreSummerRentals.com

