⭐ SELL FOR MORE SYSTEM™

PHOTO ORDER GUIDE

A psychology-driven sequence that maximizes buyer engagement, emotional connection, and showing conversions.

⭐ SECTION 1 — WHY PHOTO ORDER MATTERS

Buyers swipe through listing photos like they swipe through social media.

You have:

3–5 seconds

to grab attention…

…and **3–5 photos**
to earn a showing.

Random photos = buyers scroll past.
Strategic order = buyers click “Schedule Showing.”

This guide creates emotional momentum.

⭐ SECTION 2 — THE 16-PHOTO SEQUENCE THAT SELLS HOMES

This is the ideal order for **MOST homes.**
Adjust only if the house has a major differentiating feature.

⭐ 1. Hero Shot (Front Exterior)

The VERY first photo must be:

✓ bright
✓ clear

✓ centered
✓ welcoming

This image determines whether buyers even continue.

⭐ 2. Second Front Angle (or Side Exterior)

Reinforces curb appeal and confirms the home's structure.

⭐ 3. Living Room (Primary Interior Shot)

Show size, light, and layout.
This is the emotional "I can see myself here" moment.

⭐ 4. Kitchen (Most Important Interior Room)

Buyers judge lifestyle based on the kitchen.

⭐ 5. Dining Area / Eat-In Space

Shows flow between main living areas.

⭐ 6. Primary Bedroom

Clean, bright, and staged simply.

⭐ 7. Primary Bathroom

Highlight shower, tub, vanity, tile.

⭐ 8. Secondary Living Space (If Applicable)

Game room, bonus room, den, etc.
If no secondary living → skip.

⭐ 9. Additional Bedrooms (2–3 grouping)

Keep these minimal.
No clutter, no toys, no heavy bedding.

⭐ 10. Hall Bathroom(s)

Make it clean, crisp, and neutral.

⭐ 11. Kitchen Details (Optional)

Close-ups of special features:

- backsplash
- counters
- appliances
- lighting
- breakfast bar

⭐ 12. Laundry Room / Mudroom

Only if attractive.
If cluttered — skip.

⭐ 13. Backyard Overview

Highlight space, privacy, or features.

⭐ 14. Additional Backyard Features

Patio, deck, firepit, shed, outbuilding, etc.

⭐ 15. Garage or Storage (Optional)

Only if clean, organized, or oversized.

⭐ 16. Neighborhood Amenities (If Applicable)

Pool, clubhouse, park, walking trails.

This creates an emotional lifestyle close.

⭐ SECTION 3 — DO NOT LEAD WITH THESE PHOTOS

Sellers LOVE these spaces — buyers do NOT.

Avoid placing these in the first 5 photos:

❌ **Backyard**

(unless it's the strongest selling point)

❌ **Laundry Room**

(not emotionally compelling)

❌ **Guest Bedrooms**

(too basic)

❌ **Hall Bathrooms**

(boring)

❌ **Garage**

(never leads well)

❌ **Niche Features**

(close-ups ruin the flow)

Lead with emotional anchors, not filler.

⭐ SECTION 4 — SPECIALTY EXCEPTIONS

✓ Waterfront Homes

Lead with the view.

✓ Homes with acreage

Lead with the land, THEN the house.

✓ Luxury homes

Lead with the most impressive interior space.

✓ Homes with stunning outdoor living

Lead with the outdoor entertaining space.

✓ Condos

Lead with the interior hero shot (exterior is usually weak).

⭐ SECTION 5 — PRO TIPS FOR SELLERS

✓ Use the photographer's best wide-angle shots first

No phone photos EVER.

✓ Bright > Dark

Light sells way more than mood.

✓ Vertical photos should be avoided

Unless used on social media separately — NEVER in MLS.

✓ Clean lines matter

Hide cords, remotes, trash cans, pet items, clutter.

✓ Add life, not distraction

One plant, one vase, one pillow pop is enough.

⭐ KEY TAKEAWAY

Your first 5 photos determine your showing traffic.
This sequence creates emotional momentum and positions your home for maximum engagement.