

CENTRAL FLORIDA REAL ESTATE NEWS

Keeping You Up To Date On Housing Trends
& The Local Real Estate Market

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The Role of Professional Photography in Selling Your Home

Let's face it: buyers are shopping for homes the same way they shop for everything else these days—**online**. And just like bad photos of a product can make you scroll past it on Amazon, poor-quality photos of your home can cause buyers to skip your listing without a second thought.

If you're serious about selling your home quickly and for top dollar, professional photography is a must. Here's why.

1. First Impressions Happen Online

Today's buyers aren't driving around looking for "For Sale" signs—they're scrolling through listings on their phones and computers.

In fact, studies show that **listings with high-quality photos get 118% more views than those without**. Why? Because great visuals grab attention. When buyers see crisp, bright, and professionally composed photos, they're more likely to click through and schedule a showing.

2. Professional Photos Sell Homes Faster

A picture is worth a thousand words—and when it comes to real estate, it's also worth time and money. Homes with professional photography sell faster because they attract more buyers who are ready to take action.

Buyers spend only a few seconds looking at a listing before deciding whether to learn more. Poor lighting, blurry images, or bad angles? That's a one-way ticket to the "pass" pile. On the other hand, professional photos showcase your home's best features and create an emotional connection.

3. Higher Offers Come from Better Photos

Think of your home's photos as its handshake—they set the tone for how buyers perceive value. Professional photography doesn't just make your home look better; it makes it look **worth more**.

Listings with professional photos tend to command **higher offers** because buyers see your home as more desirable. When a property looks like it belongs in a magazine, it stands out from the competition, creating a sense of urgency and excitement among buyers.

4. Professional Photography Pays for Itself

Some sellers hesitate at the idea of paying for professional photos, but trust me, it's an investment that pays off. Think about it—if high-quality photos help your home sell faster and for thousands more, isn't it worth it?

Your home deserves to be presented in the best possible light—literally. If you're thinking about selling, let's talk. Together, we'll create a marketing plan that includes stunning visuals to attract buyers, generate offers, and get your home sold faster and for more money.

Your next chapter starts with the right first impression. Let's make it unforgettable.

What's Inside:

2. **How to Spot Red Flags in a Home Inspection Report**
3. **Around Our Town**
3. **Featured Home**
4. **Service Pros In Our Area!**

How to Spot Red Flags in a Home Inspection Report

You've found the house that feels like "the one," and you're ready to make it yours. But before you get too attached, there's one important hurdle to clear: the **home inspection**.

A home inspection can reveal a property's secrets, both good and bad. While no home is perfect—even new ones—it's important to spot the **red flags** that could lead to costly headaches later. Let's talk about the key things to look for in your inspection report so you can make an informed decision.

1. Foundation Problems

The foundation is, quite literally, the backbone of the home. Cracks, uneven floors, or doors that don't close properly could signal major structural issues. Ask the inspector to clarify the severity of any foundation concerns. Minor settling is common, but big problems can mean expensive repairs—or even make the home unsafe.

2. Water Damage or Drainage Issues

Water is a home's worst enemy. Stains on walls or ceilings, mold growth, or musty odors could mean leaks, poor drainage, or even hidden flooding damage. Investigate the source of the water issue. Fixing leaks can be straightforward, but dealing with extensive water damage or mold remediation can add up quickly.

3. Electrical System Red Flags

Older homes or DIY repairs often come with outdated or unsafe electrical systems. Look for mentions of exposed wiring, overloaded circuits, or outdated breaker panels. Electrical repairs can be expensive and dangerous to ignore. Have a licensed electrician evaluate any concerns before moving forward.

4. Roofing Issues

A new roof can cost tens of thousands of dollars, so this is an area you don't want to overlook. Warning

signs include missing shingles, sagging areas, or evidence of leaks. If roofing problems are mentioned, get an estimate for repairs or replacement.

5. HVAC Problems

Heating, ventilation, and air conditioning systems are expensive to replace. A failing furnace or outdated AC unit could leave you sweating—or shivering—unexpectedly. Make sure the inspector tests the system. If it's near the end of its lifespan, you may want to negotiate for repairs or replacements.

6. Plumbing Concerns

Low water pressure, leaks, or old pipes can indicate bigger plumbing issues. A mention of galvanized steel pipes, for example, could mean they're prone to corrosion. Have a plumber evaluate potential problems. Small leaks might be manageable, but a failing plumbing system is a costly undertaking.

What to Do When You See Red Flags

Not every red flag is a dealbreaker. Some issues can be repaired or negotiated into the sale. The key is knowing the difference between manageable fixes and serious problems that could drain your wallet or cause future headaches.

That's where having the right team matters. Thinking about buying? Let's work together to make sure your dream home doesn't come with unexpected surprises.

Quote of the Month

Price it right, market it smart, and it will sell.

-Barbara Corcoran

Around Our Town

How Choosing the Right Realtor Can Save You Thousands When Selling Your Home

When selling your home in Central Florida, one of the most important decisions you'll make is selecting the right realtor. Your agent isn't just there to list your property; they are your advocate, negotiator, and strategic partner in securing the best possible sale price.

Why Choosing the Right Realtor Matters

Choosing the wrong realtor can cost you more than just time. It can result in missed opportunities, a lower sale price, or longer time on the market, all of which directly affect your bottom line. In fact, the difference between an experienced, well-informed realtor and an inexperienced one can mean thousands of dollars in potential revenue lost.

A skilled realtor understands market trends, pricing strategies, and how to present your home in its best light to attract buyers. They can also help you navigate negotiations and avoid costly mistakes. Simply put, the right realtor can be the difference between a good deal and a great one.

How My Agent Selection Guide Can Help

Finding the right realtor doesn't have to be overwhelming. That's why I've created my Agent Selection Guide—a comprehensive resource designed to help you separate the best from the not-so-best. Whether you're a first-time seller or a seasoned homeowner, this guide offers valuable insights into the qualities that set top-tier agents apart.

To view the guide and get started, visit [Agent Selection Guide](#).

Your Success Starts with the Right Realtor

When you partner with a professional who understands your needs and the local market, you increase your chances of a successful and profitable sale.



With my expertise in the Central Florida real estate market, I can guide you through every step of the process to ensure you make the most of your investment.

For more information or a personalized consultation, feel free to reach out to me directly. I'm here to help you achieve your real estate goals!



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Agent Spotlight

Phil Holliday is a dedicated real estate professional with Preferred Real Estate Brokers, specializing in helping clients buy and sell homes in both Central Florida and Las Vegas. With years of experience in the industry, Phil combines local market knowledge, cutting-edge technology, and a client-focused approach to make every real estate transaction smooth and successful. One of Phil's unique offerings is his Perfect Home Finder program, a personalized service that goes beyond the standard MLS listings. By working closely with clients to identify their precise needs and preferences, Phil uses advanced target marketing to identify pre-listed and off-market properties that perfectly match each client's criteria. This program is especially valuable for buyers who want exclusive access to homes that aren't widely available. Whether you're a first-time homebuyer, a seasoned investor, or looking to relocate, Phil is committed to helping you find your dream home with ease and expertise. Reach out today to experience a superior level of service in Central Florida or Las Vegas real estate.

Recommended Service Professionals

As a real estate professional, I work with many local professionals and want to recommend those that found to give exceptional service. Here are a few of my top choices, please be sure to tell them I referred them to you

Vince Gaudio
407-961-2203
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Jacob Bonnell
407-999-0045
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