



# From Click to Showing

A practical guide to making your listings stand out online

Elevate Your Real Estate Listings with Indiana Sky Pics







# The Importance of First Impressions

## Capturing Attention in Real Estate

Online listings are often the **first encounter** potential buyers have with a property. A strong visual presence can lead to more clicks, saves, and ultimately, showings.





# The 3-Second Rule Explained

## Choosing the Right Hero Image

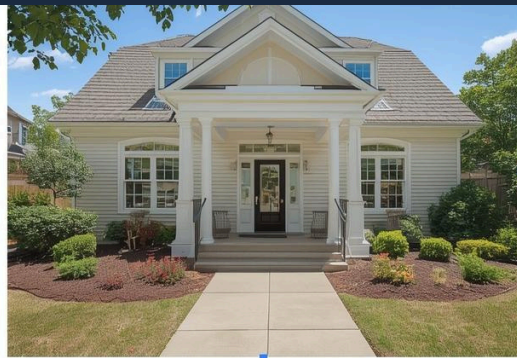
Buyers make quick decisions within **approximately three seconds**, so a compelling hero image is crucial. Ensure it is bright, level, and showcases the property's best features to attract clicks.





# Logical Photo Sequencing

- Begin with a stunning front exterior shot
- Follow with an inviting entryway image
- Showcase spacious living areas for engagement
- Highlight cozy bedrooms to attract interest
- Conclude with appealing outdoor and drone views



# Enhance Engagement

## 3D Tours



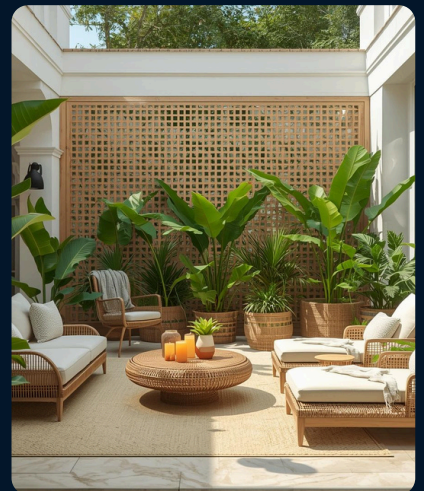
3D tours help out-of-town buyers visualize complex layouts and increase buyer confidence.

## Engaging Videos



Short videos are perfect for luxury properties and effective social media marketing initiatives.

## Social Media



Highlighting unique features via social media increases engagement and promotes listings effectively.





# Common Mistakes That Cost You Clicks



- **Dark, uneven lighting** – rooms look smaller and less inviting
- **Crooked lines** – tilted walls and counters feel unprofessional
- **Cluttered spaces** – buyers focus on stuff, not the home
- **No floor plan** – buyers can't understand the layout
- **No drone on big lots** – you miss the chance to show land, setting, and neighborhood

