

More than ever, picture quality is necessary!

Do you use your cell phone to take listing photos? If so, for best quality, make sure your camera is set at a high resolution. Also, make sure that if you are cropping and editing in the an editing app that you do not crop or save smaller than 1024 x 768. If you do, when you upload to the mls and the photos appear on the listing, you will have a very small photo with a lot of white space. I recommend using a good camera and good editing software if you are going to take photos yourself. Here is an example of a listing in the search results with the large white border I am referring to:

The screenshot shows a real estate search results page from Cutler Real Estate. The page features a navigation bar with the Cutler logo and the tagline "THE SIMPLE WAY HOME." Below the navigation bar, there are search filters for "City and State, Subdivision," "AREAS (1)," "LISTING TYPE," "PRICE," "BEDS APT," "BATHS APT," and "FILTERS." A "Quick Search" button is also present. The main content area displays three property listings. The first listing is for 7476 Rolling Green Avenue NW, Massillon, OH 44646, priced at \$349,000, with 4 beds and 2/1 baths. The second listing is for 12674 Webb Avenue NE, Alliance, OH 44601, priced at \$346,000, with 5 beds and 4 baths. The third listing is for 12418 Stover Farm Drive NW, Canal Fulton, OH 44614, priced at \$345,000, with 4 beds and 3 baths. The middle listing's photo is circled in blue, highlighting its small size and large white border. The page also includes a "Showing 97 to 108 of 599 properties" indicator and pagination controls. At the bottom right, there are "Text" and "Chat" buttons.