

Why Brokers Should NOT Photograph their own listings...

As published on scribd.com 03/27/13

After years of participating in the Boat Shows in South Florida, it is apparent that too many yacht brokers are photographing for their own listings. Many are using their I-Phones or small 'point-n-shoot' type of cameras. This makes it cost-efficient and more immediate, however, they are doing themselves a huge disservice.

As the saying goes: "A Picture Is Worth A Thousand Words". And very few brokers understand that the major component, which makes a listing stand out from the others, is **Good Photography**. When a prospective buyer is shopping for a specific vessel on the MLS' (i.e. YachtWorld.com, YachtCouncil.com, Yacht Trader, etc.) don't you think they would instantly click on the better-looking model before reviewing the badly photographed similar models?

Good, competent yacht photography will enable you to properly market your vessel and achieve your sales goals. And it's much more affordable than most brokers think. Take a look at: <http://jlambertphotos.foliohd.com/> we professionally shoot your boat(s) and boating events with a guaranteed, fast turn-around time. Most images will be ready to post in your listing within a day. **Prices start at \$200*** (for an overall interior + exterior shoot).

Don't you owe it to your clients and the listings you worked so hard to get? Show them, and the competition, the best presentations that your listings deserve with affordable and professional yacht photography.

*Depending on size and location of vessel. Currently serving South Florida area only. Staging boat -e.g. flowers, linens, table settings, etc. may incur additional turn-around time and extra fees.

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