



# HOMEJAB Real Estate Photography SURVEY REPORT





## The HomeJab Professional Real Estate Photographer Survey Finds Sellers are Unprepared

The following study of real estate photographers released by HomeJab at the end of 2021, found that homeowners selling their homes are often not prepared for a photoshoot ordered by their real estate agent.

HomeJab, which provides real estate agents on-demand professional real estate photography and other visual production services nationwide, asked 310 professional photographers, “How often are homeowners not prepared for a shot?” More than half of the professional real estate photographers said that most of the time homeowners are unprepared.

“Agents may be assuming their sellers know what they need to do to have their home ready for a photoshoot,” said Joe Jesuele, founder and CEO of HomeJab. “But photography occurs very early in the listing process, and sellers may not realize what professional photographers need to make the right impressions,” Jesuele added.

According to John Biddle, a 10-year real estate photography veteran who shoots more than 100 properties a year, many homeowners forget to declutter their homes, putting away personal items on counters – cell phones, purses, drinking glasses, liquor and more. “That can detract attention away from what is important,” he said. “Sellers often have to spend 20 minutes or more putting away personal items.” He also added, “and agents could do more to make sure they’re ready.”

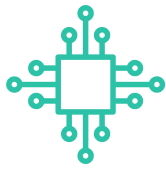
The HomeJab survey also turned the tables on real estate agents by asking photographers, “How professional is the typical real estate agent who hires you?” on a scale of 1-10, 10 being highly professional. Overall, photographers gave an average rating of 7.6, indicating agents who hire them are very professional.

The survey also asked professional real estate photographers to pick two technologies related to their business that they are “most excited about.”

“The surprise is the strong interest in NFTs,” said HomeJab’s Jesuele. “Five years ago, NFTs didn’t even exist. Now one-in-six photographers pick it as a Top 5 technology. NFTs are starting to make their way into all areas of creative arts, including a growing interest among professional real estate photographers, and that’s exciting.”

The following pages contain the full Survey Report, released by HomeJab, December 2021.





Which two new technologies related to real estate photography are you most excited about?



54%  
360 Cameras



18%  
Mobile phone cameras, etc.



68%  
Drones



17%  
NFTs (blockchain)



35%  
Automatic editing



8%  
Other



What is your interest in NFTs of digital assets like photography?



Interest level at 4.4 out of 5



Would you be interested in an online tool that creates NFTs of your best photos and helps you sell them?

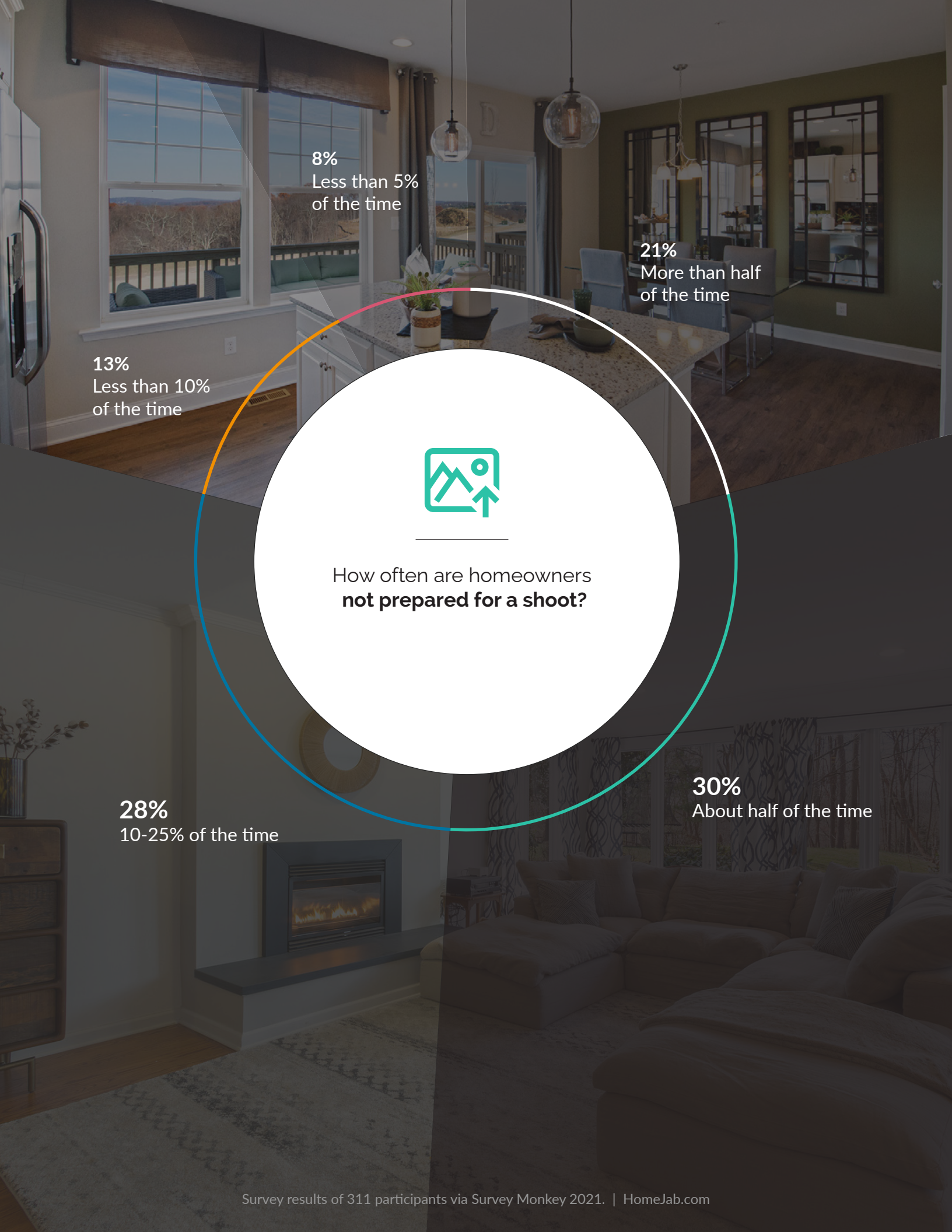
Yes

71%

30%

No





8%  
Less than 5%  
of the time

21%  
More than half  
of the time

13%  
Less than 10%  
of the time



How often are homeowners  
**not prepared for a shoot?**

28%  
10-25% of the time

30%  
About half of the time



Have you ever been harassed by someone when flying a drone?

32%  
Yes

15%  
N/A  
(never flown a drone)

53%  
No

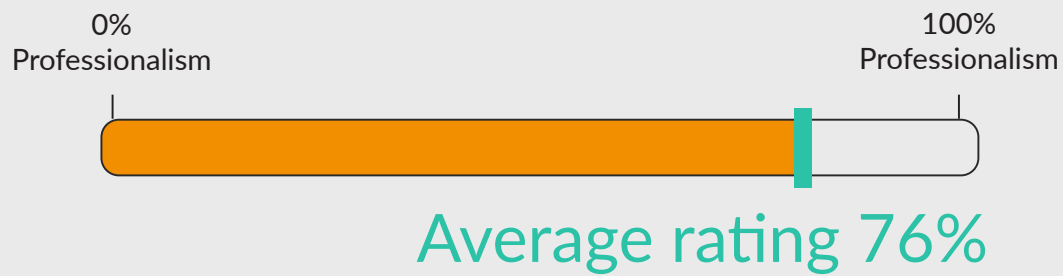


With the explosion in the popularity of using aerial photography to market homes in the last several years, only 45 of 310 photographers have never flown a drone before.



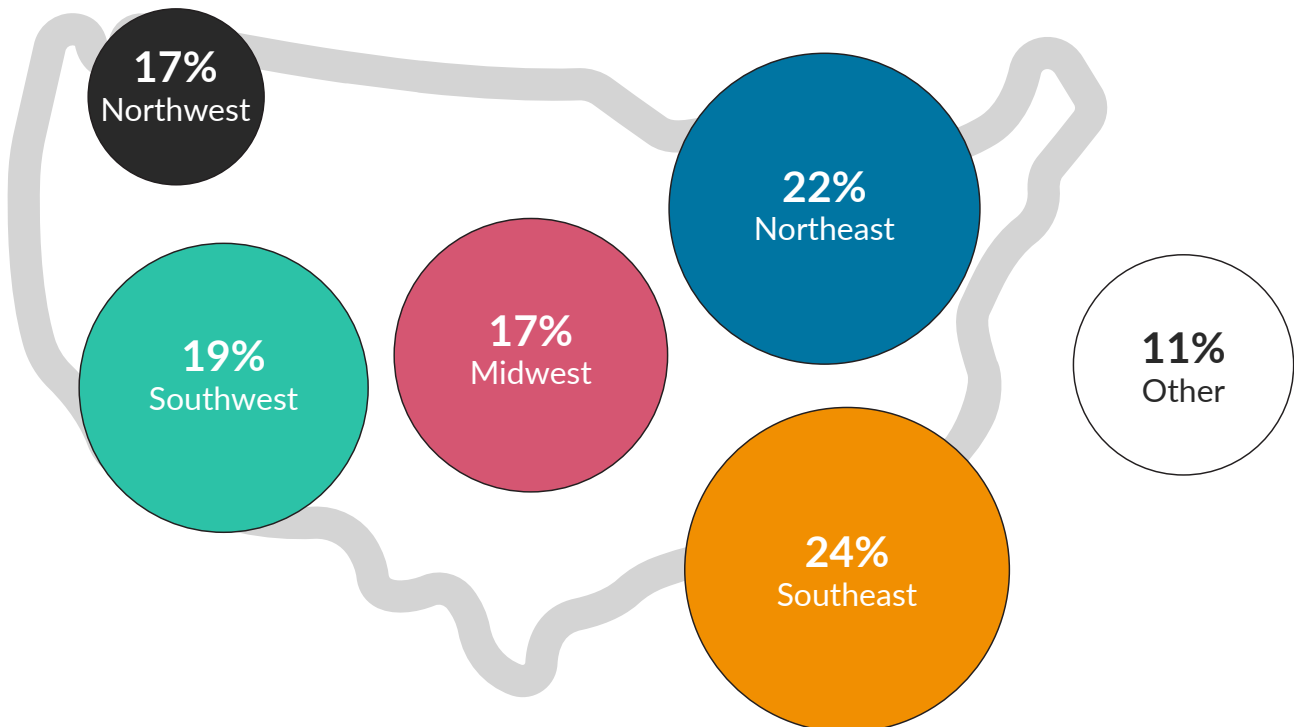


How professional is the typical  
real estate agent who hires you?





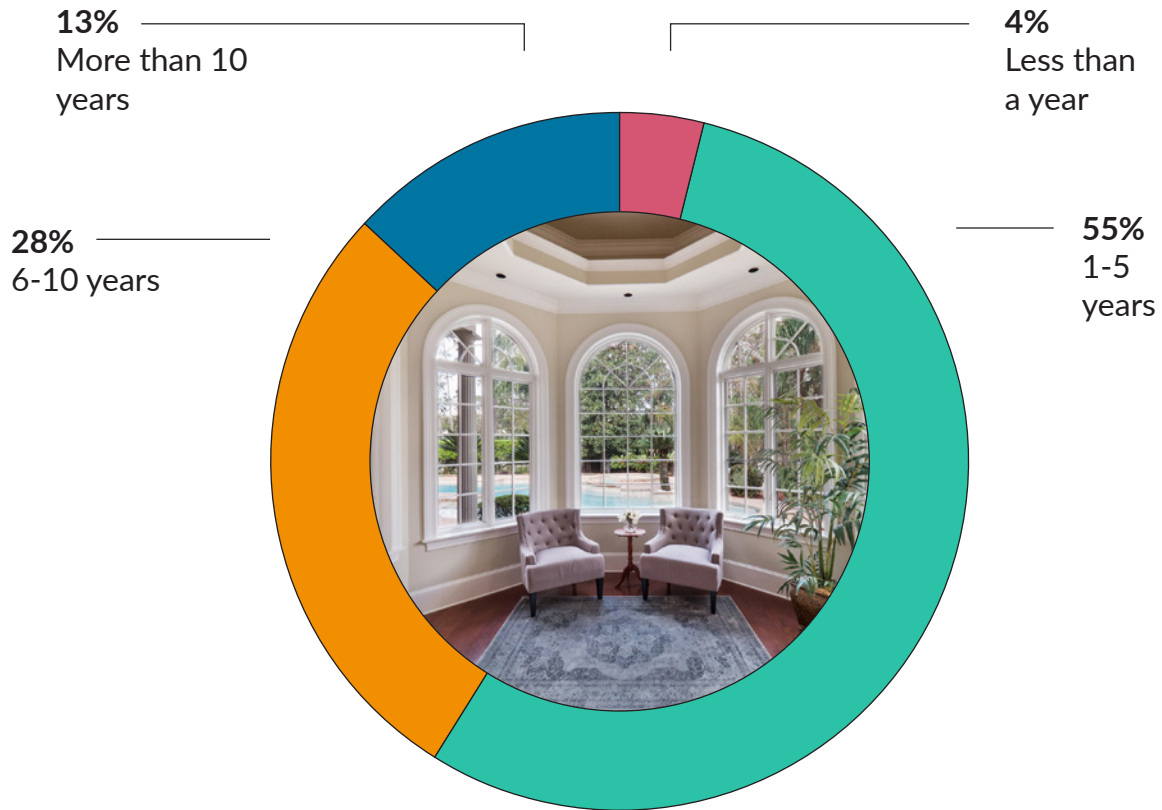
What region of the country do you live in?







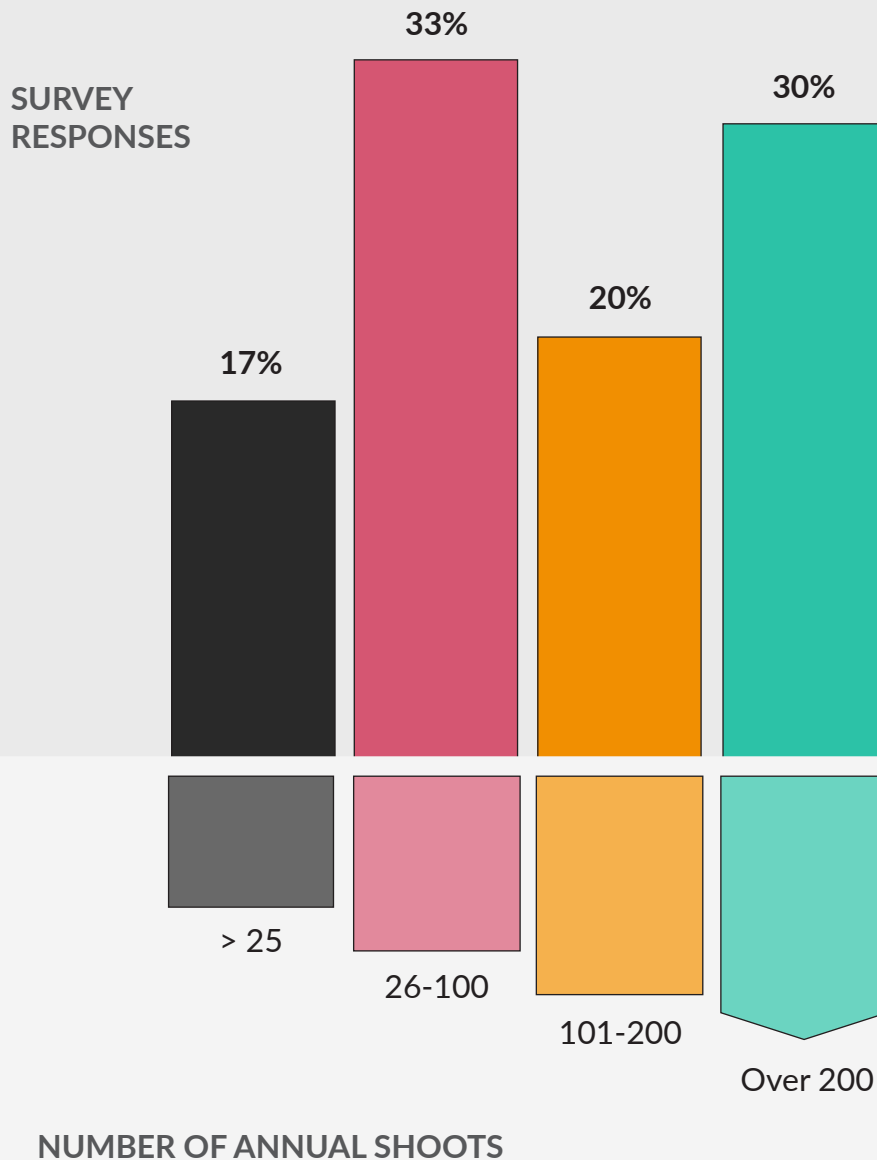
How long have you been shooting real estate photos professionally?



Nearly one-in-three photographers surveyed shoot more than 200 property listings annually, with 40% of the participants being professional photographers for at least six years.



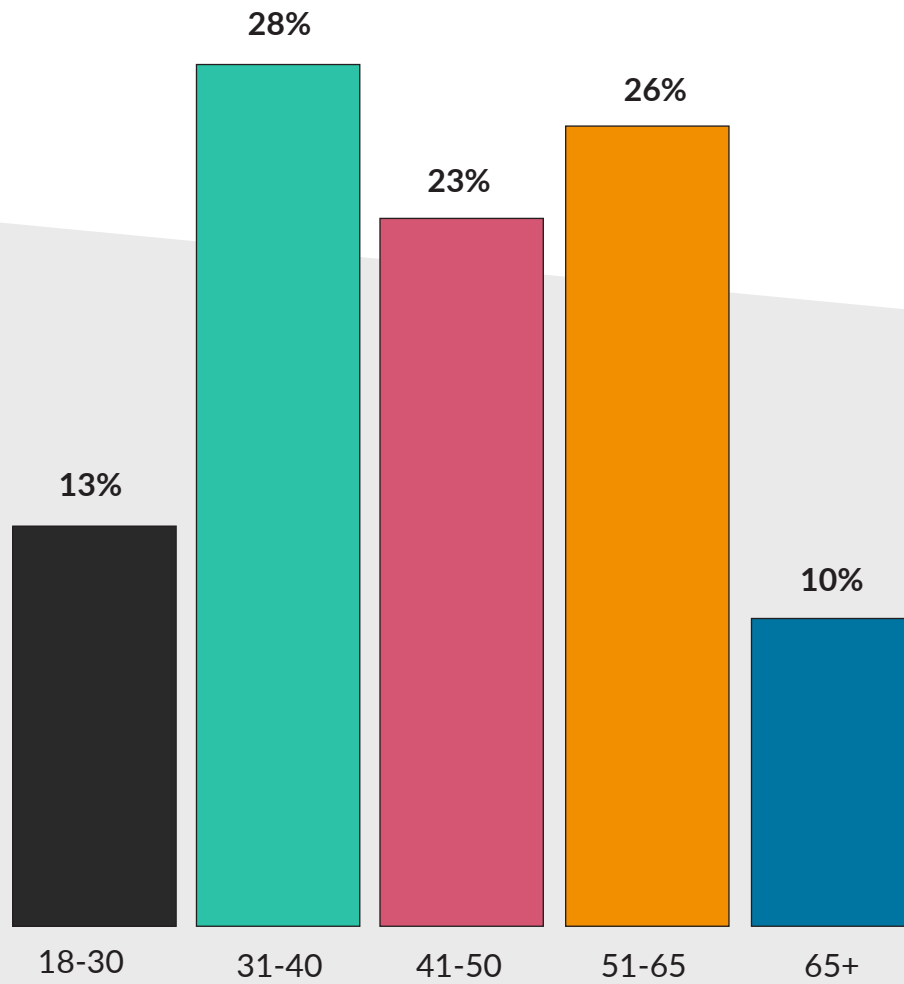
Can you estimate the total number of real estate shoots you complete for clients annually?







What is your age?





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