

15 ESSENTIAL LISTING PHOTOS

Select the most persuasive frames for your video, then reuse the full approved photo set across your property page, brochure, social content and seller materials.

A practical framework for a complete property campaign

1 Hero exterior The strongest first impression.	2 Front approach Driveway, path or entrance context.	3 Entrance / hall Establish the sense of arrival.
4 Main living Show space, light and purpose.	5 Kitchen overview Explain the complete layout first.	6 Dining and flow Connect the main living spaces.
7 Primary bedroom Prioritise scale and natural light.	8 Primary ensuite Use a clean, balanced view.	9 Secondary bedroom Show the strongest flexible room.
10 Additional bath Add meaningful buyer information.	11 Feature detail Highlight one true differentiator.	12 Outdoor living Show the usable exterior space.
13 Garden / pool Communicate the strongest outdoor asset.	14 View / context Add accurate location perspective.	15 Closing hero Finish with a memorable signature image.

FROM PHOTO SET TO CAMPAIGN

1. Prepare the visual story

- ✓ Remove duplicate and near-identical angles.
- ✓ Fix obvious exposure, colour and horizon problems.
- ✓ Keep the room order natural and easy to follow.
- ✓ Place the strongest selling points early.
- ✓ Confirm every image is accurate and approved for use.

2. Match the format

16:9

Websites,
YouTube and
presentations

9:16

Reels, TikTok and
Shorts

1:1

Social feeds and
flexible
placements

3. Build a clear intro and outro

INTRO

Property address or area
Property type
One short, specific hook

OUTRO

Agent or agency name and logo
Phone, email and website
One clear next action

4. Reuse the approved listing

Carry the same property details, photos and branding into one coordinated campaign.

PROPERTY VIDEO

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PROPERTY PAGE

>

BROCHURE

>

SOCIAL PACK

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BUYER
MESSAGES

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SELLER REPORT

TURN ONE LISTING INTO A COORDINATED CAMPAIGN

Create a polished property video, then continue with the same listing to prepare a website, brochure, social content, buyer enquiries and seller materials.



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