

Make your property listings look amazing

Your 5-step guide



For most renters, first impressions happen online. Engaging, high-quality visual media — especially photos — is your ticket to making that impression last.

According to a [RentCafe.com](#) study, **49% of renters said photos of specific units would enhance their rental experience the most.**¹

A separate study of 10,000 renters showed that **73% prioritize apartment photos when searching for a new home.**²

Another study of 173,000 renters revealed that **91% appreciate photos or videos.**³

The data is clear: Renters expect photos when searching for their next apartment. But what's the secret to capturing impressive photos that do your property justice?

Keep reading for five steps to try now.



1

**Capture what renters &
search engines want to see**

What matters more ...
what search engines want to see
or what renters want to see?

They're both important, but if you don't optimize your content for search engines, renters may never find you. Ongoing, strategic search optimization is critical.

Luckily, adding media to your website, ILS listings and Google Business Profile is an SEO strategy that works for both traditional and AI-powered search. Search engines like Google reward platforms with well-structured media, since it fuels results for the image search tab and Google Lens.



You can capture stunning photos that appeal to both renters and search engines.

Here's how:



- **Prioritize authenticity (no stock photos)**
- **Include a variety of model unit & amenity shots**
- **Use fast-loading photos with keyword-rich alt text**

Not sure you have time for all of the above? Professional photography services can help, that way the heavy lifting is done for you.



Bonus reading: Your Google Business Profile optimization checklist

2

Bring spaces to life

with virtual staging

Empty apartment units are challenging to market. Without furniture or decor, renters can't imagine themselves living in the space.

That's where virtual staging comes in. It's a fast, budget-friendly and customizable way to bring your apartment photos to life.

Renters can see exactly what their future home might look like, which can expedite leasing decisions.

You should:

- **Declutter & clean your space before shooting**
- **Choose a design direction that fits your brand**
- **Take high-quality (ideally professional) photos**

Did you know virtual staging also works in virtual tours? It does, so you should consider how virtual tours (especially at the unit-level) can fit into your strategy.

Unit-level virtual tours drive 40% more leads, 72% more net leases and a 38% higher lead-to-lease conversion rate.⁴



Bonus reading: 8 stunning apartment virtual staging before and after examples

See virtual staging in action



3

Refresh your

photos regularly

You should update photos across your digital presence on a regular basis. First, search engines prefer to cite fresh, recently updated content. Second, updated photos build trust with renters.

Did you recently make changes to your community, such as remodeling units? Did you paint the exterior? Add a pet-friendly area?

With regular media audits, you catch what hasn't been photographed yet, plus you can remove outdated content. It's an opportunity to create stronger and more competitive marketing.

High-quality, accurate photos show renters exactly what they're getting into.

Try to:



- Audit your photos & other media quarterly
- Refresh outdated, low-quality photos
- Capture recent updates & renovations



By the way, split-shoot photography services keep your visuals fresh — and stretch your budget — all year. For example, experts can take interior photos in the winter, then save outdoor shoots for when the weather is just right.



Bonus reading: [Split-shoot photography & virtual tours](#)



Focus on both

quality & quantity

We've talked through the importance of rich, high-quality photos. What about quantity? How many photos does your property marketing actually need?

The data says 20+ property photos increase conversion rates 9x.⁵ We recommend using strong exterior photos, interior photos of common spaces and unit-specific photos. If you have standout amenities, take photos of those too.

Don't forget to photograph what renters care about.

58% of renters say in-unit laundry is a must-have apartment amenity. 42% point to plenty of closet space.¹

Make sure to:

- **Shoot exterior photos at various times**
- **Photograph common areas & amenities**
- **Show off your best units & floor plans**

Want another way to diversify your property photos? **Explore 360-degree services**, which stitch your photos into a walkable virtual tour. **Drone photography** also gives renters a unique and immersive perspective.



5

**Choose the
right partner**

For today's multifamily communities, working with an experienced media partner is a no-brainer. Professional photography services ensure you get high-resolution photos that accurately represent your brand, attract renters and appeal to search engines.

So, what should you look for when vetting media partners?

You want professional services that maximize ROI. The right partner should also prioritize consistency, scalability and brand alignment.

Here's your checklist:

- ✓ **Explore photography portfolios, if available**
- ✓ **Ask about in-house editing & turnaround times**
- ✓ **Pick a vendor with multiple media services**



If you use a multitude of media vendors, the results can be different.

LCP Media has helped us establish a consistent visual standard across our portfolio. Their national network of photographers allows us to **schedule shoots and get high-quality images quickly.**

Kim Grisvard

SENIOR DIRECTOR OF MARKETING
NATIONAL CHURCH RESIDENCES



Bonus reading: [National Church Residences on using professional media services](#)

Let's make your property picture-perfect

We create unforgettable virtual real estate experiences by combining unrivaled technology solutions with unparalleled customer service. Simply put, we deliver an unreal experience from start to finish.

If you'd like a closer look at our professional photography services or additional services like virtual tours, 3D renderings, virtual staging and floor plans, reach out.

We can schedule a quick, free consultation.

Get in touch



lcpmedia.com



Sources

1. [RentCafe.com happy place renter survey](#)
2. [RentCafe.com apartment listing renter survey](#)
3. [Grace Hill renter preferences survey](#)
4. [LCP Media TourBuilder Go case study](#)
5. [RentCafe.com ILS report](#)