

# Buyers Attention Checklist



## FIRST LOOK MATTERS

- ✓ The cover photo is bright, clean, and instantly understandable
- ✓ Buyers can quickly recognize the main living space
- ✓ Nothing distracting-pulls focus away from the home
- ✓ The property feels inviting and easy to interpret

**If buyers hesitate here, they often move on to the next listing.**

## DESIGNED FOR PHONE SCREENS

**Most buyers discover listings on mobile first.**

- ✓ Rooms remain clear and readable on a phone screen
- ✓ Window light looks balanced, not blown out
- ✓ Shadows don't hide key features
- ✓ The layout makes sense at first glance

## EMOTIONAL APPEAL

**Emotion drives interest before logic.**

- ✓ At least one image creates a strong "I want to be there" feeling
- ✓ Spaces feel open and comfortable rather than cluttered
- ✓ Room purpose is easy to imagine
- ✓ The home feels maintained and cared for

## VISUAL FLOW & STORY

- ✓ Photos follow a logical walkthrough of the home
- ✓ Buyers can mentally understand the floor plan
- ✓ Each space appears with intention
- ✓ Similar angles are avoided to keep attention moving

**Confusing photo order often causes buyers to move on.**

## PRESENTATION QUALITY

**Confidence increases showing requests.**

- ✓ Editing style stays consistent throughout the gallery
- ✓ Brightness and color feel natural from photo to photo
- ✓ Key areas of the home are fully represented
- ✓ Nothing creates doubt or uncertainty

## ONE SIMPLE QUESTION

Online buyers form impressions in seconds. Strong presentation creates confidence, while confusion or inconsistency creates hesitation.

**Does the listing feel easy to connect with — or does it require effort to understand?**

The difference between those two moments often determines whether a showing gets scheduled.