

Top 5 FSBO Photo Mistakes (and How to Fix Them)

Great photos get clicks. Bad photos get ignored.

As a FSBO seller, your listing photos are the first — and sometimes only — impression buyers will have of your home. This guide shows you the five most common photo mistakes sellers make and how to fix them fast.

1. Poor Lighting

Dark, shadowy rooms turn buyers off. Shoot during daylight with windows open. Turn on all lights to create a bright, welcoming look.

2. Vertical Photos

Always shoot horizontal. Vertical images don't display well on most real estate sites and make rooms look smaller.

3. Clutter Everywhere

Clear countertops, floors, and furniture tops. Minimalism makes rooms look larger and more appealing in photos.

4. Awkward Angles

Shoot from chest height. Avoid weird corners or tilted shots. A tripod or steady hand at eye level works best.

5. No Exterior Shots

Always include clear front and back shots. Curb appeal matters. Mow the lawn, remove trash bins, and center the home in frame.

Final Tip

Want help making your FSBO listing stand out with pro-level visuals?

→ Contact Antonio La O at Immersive Home Inspections to schedule a Matterport 3D scan or photography session today.