



January 2025 Newsletter

Kickstart 2025 with Snap2Close's 10 Insider Tips + More!

Happy New Year

Happy New Year to all of you. I know that we all hope to make this year a fruitful and fulfilling one.

Historically we provide you with a recap of our previous year's performance and we won't disappoint those of you who look forward to that data. However, this year's report will be brief as I would like to focus on new Insider Tips, our increase of photos in our packages, and introduce you to our newest photographer.

We have also updated our Snap2Close Introduction Video which is displayed on our website. Feel free to watch this two minute overview.



2024 Recap

Last year was a record for us on so many fronts. We completed over 1,821 Real Estate Photoshoots, and delivered 65,673 Daylight Photos and 1,002 Twilight Photos.

Plus, we delivered 1,642 Floor Plans, 347 Interactive FloorPlans, 239 Property Your Videos, 239 Social Media Videos, 219 Zillow 3D tours and 175 Matterport 3D Tours.

We now have photographers in Phoenix, Tucson, DFW, Tampa and NYC. We have yet to market to those expansion cities, but that will occur this year.



Kickstart 2025 with Snap2Close's 10 Insider Tips!

Tip 1: ALWAYS post your MLS description on your dedicated property websites. This section is located under the Marketing section for your Listing on the Snap2Close Portal.

Tip 2: Use AI to create several versions of your property description. Change the description once a week. In other words, keep it fresh!!

Tip 3: CHANGE your lead photo on MLS every week!!! When homebuyers are browsing on Realtor.com, Zillow, etc. then you want them to see a new lead photo. This will generate more clicks!!!

Tip 4: ALWAYS post your property websites as your Virtual Tour Link on ARMLS/FlexMLS. Statistical data shows that your listing's clicks on public websites will increase by more than 80%. More eyeballs typically means more visitors and more offers.

Tip 5: UPDATE your headshot photo and logo on your Snap2Close Portal. This is what everyone will see when they visit your branded property website.

Tip 6: ALWAYS post your BRANDED property websites on Realtor.com. IF you don't have an account with them then create one. Posting your branded property website makes it easy for homebuyers to directly contact you via the website. Plus this is great marketing for you.

Tip 7: POST your BRANDED property website on all social media platforms. If you make changes to the lead photo and property description then you can post the same listing several times.

Tip 8: POST your social media videos on every system you can think of - Facebook, Instagram, LinkedIn, YouTube, Tumblr, X, TikTok, Reddit, BlueSky, Pinterest, and more.

Tip 9: CREATE your own YouTube Channel. Post all of your videos on your channel. Be sure to keep it up to date!!

Tip 10: CREATE new marketing videos. Here is a list of great video ideas

- Realtor introduction. Creating an introduction video can put a face to the brand you've worked so hard to build
- First-time home buyer tips
- Home seller tips
- Client testimonials
- Property listings
- Real estate market updates
- General real estate questions
- Day in the life

The average person watches 19 hours of online videos per week. Take advantage of that opportunity to market yourself.

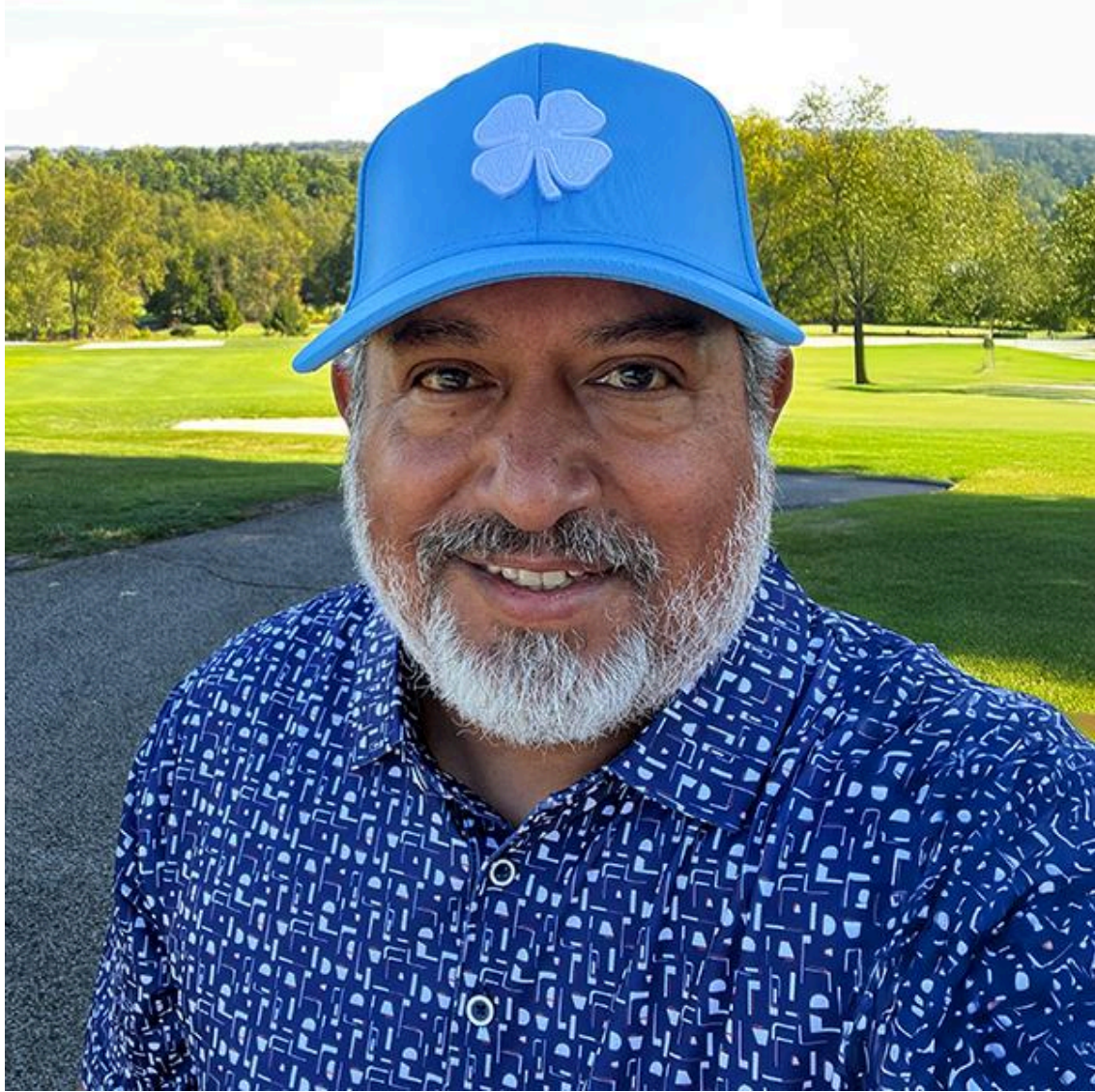


Increase in the Number of Photos Delivered

Snap2Close has a tendency to over deliver the number of promised photos for our packages. This is particularly true for photoshoots of nicer homes. After many in-house discussions, we decided to increase the number of photos being delivered in our Bronze Plus, Silver, Gold and Platinum packages in the Arizona area market. So be sure to use this benefit on your future orders.

We will roll out this photo increase to our DFW and Tampa offices later this month.

Meet Terry Magallanes



Terry Magallanes is a seasoned real estate photographer with over 12 years of experience, specializing in capturing stunning visuals that help properties stand out in the market. Based in Mesa, AZ, but originally from Orange County, CA, Terry brings a unique blend of creativity and technical expertise to every project. Whether shooting residential or commercial properties, he knows how to create images that highlight a space's best features and tell its story.

Outside of his photography work, Terry is an avid golfer and enjoys exploring new music. He's always looking for ways to merge his passions for photography and creativity with his love of the outdoors and sound.

With a deep commitment to his craft and a keen eye for detail, Terry is always ready to collaborate on new projects and bring fresh perspectives to any real estate venture.

The staff at Snap2Close wishes you a very Happy New Year.

Charlie Taylor & The Snap2Close Team





Try email marketing for free today!