

# Buyer Attention Checklist

How buyers decide whether to keep looking...or keep scrolling

Before buyers read details, they decide if the home feels worth their time.

This checklist helps make sure your listing earns that second look.

## FIRST IMPRESSIONS

- The first photo is bright and easy to understand
- The main living space is immediately recognizable
- No distracting objects pull attention away from the room
- The home looks welcoming, not confusing

*If a buyer pauses here, they'll continue to the next property.*

## MOBILE VIEW CHECK

- Rooms are clear on a small screen
- Windows don't overpower the exposure
- Dark areas don't hide important features
- Layout is understandable at a glance

*Most buyers see the home on a phone first.*

## EMOTIONAL CONNECTION

- At least one photo makes the home feel inviting
- Spaces feel calm, not crowded
- Buyers can imagine how rooms are used
- The home feels cared for

*Buyers react emotionally before logically.*

## FLOW & CLARITY

- Photo order makes sense as you scroll
- Buyers can understand the layout
- Each room appears once with purpose
- Similar angles aren't repeated unnecessarily

*Confusion causes buyers to skip.*

## TRUST SIGNALS

- Presentation feels consistent
- No sudden changes in brightness or quality
- Important spaces are included
- Nothing raises uncertainty

*Confidence leads to showings.*

## FINAL QUESTION

Would a buyer keep scrolling, or schedule a showing?

*If you hesitate, a buyer probably will too.*

**INFO@GRESSPHOTOGRAPHY.COM**  
**WWW.GRESSPHOTOGRAPHY.COM**  
**717-575-3520**



**Marketing for Real Estate Made Simple**