

I'm intensely passionate about the value of professional images as they relate to perceived value, brand trust, and how images impact our attention span. And while the majority of the information is focused on the importance of professionally produced images in your vacation rental listing, I delve into a wide range of topics from my experience working with vacation rental owners throughout our home market of Portland, Oregon. Everything from making more money with less effort, developing a narrative to convey the value of your space, winning the "attention" game, image examples and sample search results. I even include a few tips on what to look when you're ready to hire a professional photographer. All this to prepare you to take your listing to the next level or launch your new vacation rental listing with absolute confidence! Don't let your listing photos be the reason your first impression online is your last impression.

www.carlosrafael.photo/vrre