

Listing media scorecard

FIELD KIT 01 / 1 OF 2

Before you choose the hero photo

- Write the home's strongest verifiable feature in one sentence. Name the room, setting or connection that the first image needs to explain.
- Shortlist three photographs. Review them at phone-thumbail size, without reading the listing description. Ask what each one actually communicates.
- Choose the clearest truthful first impression. A beautiful detail can support the story; it should not make the property harder to understand.

Score each candidate from 0 to 2

- Clarity: can I tell what I am looking at? 0 = unclear, 1 = needs context, 2 = immediately clear.
- Relevance: does this show the feature named in the brief? 0 = unrelated, 1 = partial, 2 = direct.
- Legibility: does the subject survive a phone crop? 0 = lost, 1 = partly visible, 2 = clear.
- Accuracy: are proportions, views and property features represented honestly? 0 = misleading, 1 = needs correction, 2 = faithful. Reject any candidate with an accuracy score of 0, regardless of its total.

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The video clarity test

- Watch once with the sound off. Can you explain how the main living spaces connect? Note the exact point where you lose your bearings.
- Include an orienting exterior, a readable main-room view, a connecting movement and the defining feature. Hold each shot long enough to identify the space before moving on.
- Use a speed ramp to transition, then give the next room time to register. Ask a colleague unfamiliar with the property to describe what they saw.
- For a coastal property, show the actual relationship between the home, view and setting. Do not imply private access, frontage or boundaries without verification.

Copy this edit brief

- The most important thing buyers should understand is [verified feature]. Start with [specific view]. Show how [room A] connects to [room B]. Give [feature] a clear, readable shot. End with [one next action]. Flag missing facts rather than inventing them.
- Before publishing: confirm property facts, brokerage requirements, image rights and local MLS media rules. Leave out private seller information.