

Andrew Duncan: All right. So, we are here at Relatable headquarters in Wellington, and I'm Andrew Duncan. I'm joined by David Garratt and Kahn May, who is one of the owners of Relatable, and David works for Open2view.

David Garratt: Open2view, yes.

Andrew Duncan: And, is a very experienced property man in his own right in so many ways. So David, would you mind starting off? Maybe you could tell us a little bit about yourself?

David Garratt: Sure. I have been a real estate agent myself before coming in to Open2view.

Andrew Duncan: A very good one as well.

Kahn May: How long were you in real estate?

David Garratt: My wife says 20 years, but I think it was only 17 or 18. Whatever it was, it was a long time.

David Garratt: But I've always enjoyed photography ever since I was a little kid, and for my back end when I hit 40 I thought, what do I do with myself? Do I continue doing ... I was starting to get a little bit bored with real estate, as can happen if you've been doing anything for such a long period of time.

Kahn May: When you hit 40? 45 wasn't it?

David Garratt: No, 40. Yeah, so I started to explore the photography route, bought some new gear, upskilled myself and started to do anything that anybody wanted to in terms of photography.

David Garratt: It's an interesting business. Like many arts it's hard to make it pay. And when the Open2view franchise came up that I'm currently in, I jumped at it. So, left real estate and became a full-time photographer. I had been doing weddings up until that point, and enjoyed that through the summer months. So, most of my Saturdays were taken with weddings through the last four or five years. I still do a few weddings.

Andrew Duncan: So how long before you jumped into real estate had you been a photographer? Four or five years?

David Garratt: Four or five years, I'd say.

David Garratt: Yeah, but as part-time kind of thing with a family, you've still got to make it pay. So, as I was slowly building that business, I slowly started to pull back on the real estate side of things.

David Garratt: So, I'm quite uniquely positioned to be able to sell to agents and that kind of thing. I understand where they're at.

Andrew Duncan: Absolutely, and for all our clients they would know that David does all our photography for our properties. He also does 3D Matterport virtual tours with the help of Rachel as well.

David Garratt: Yep, floor plans, drones-

Andrew Duncan: Drone shots ... Exceptionally handy with drone-

David Garratt: And video. Yep.

Andrew Duncan: And video as well. But the main reason we wanted to talk to you today was to really give potential sellers some tips on how they can maximize the opportunity of having photographs taken.

David Garratt: Yep.

Andrew Duncan: So, it's fair to say, everyone's going to pick whether they go further with your property based on the photographs... That's the number one key factor.

David Garratt: Yes. Yep.

Andrew Duncan: So, and we see good examples of presentation and we see bad examples, but maybe today, hopefully, we can give some people some tips and advice on what to do and what not to do, maybe.

David Garratt: Yeah, sure.

Andrew Duncan: Have you got any sort of real golden tips? Things that you often see that work, or maybe regular mistakes that people make, or good things that some owners do?

David Garratt: I think, basically the big mistake is that people just aren't prepared for the photos.

David Garratt: Their kind of D-Day is the day the house goes on the market, so they're kind of planning towards the agents coming through or their first open home. Really, the pre-marketing starts a week to 10 days prior to that and that's after any maintenance items have been done. So, the house should have a good spring clean and it should be photo ready like an open home 10 days before it actually goes on the market.

Andrew Duncan: Yeah.

Kahn May: Would we be right in saying it's not your job to come through and tell the owner how to prep the house for photos. That's the agent's job and-

David Garratt: That is the agents job, or it has been the domain of agents, but nowadays, more and more, we're seeing stagers being involved. So, the owners may move out of the house completely, or they may get someone in to kind of give them some tips, move stuff around and just minimize. And that's really, really helpful. Good stagers are worth their weight in gold, for sure.

Andrew Duncan: What percentage of properties that you go to would you roughly decide, that's perfect ... They've nailed it. They've done really well with what they've got. They've done the best with what they can.

David Garratt: Roughly, 30%.

Andrew Duncan: Okay, cool. So there's a lot of lost opportunity, plenty of people who aren't maximizing their opportunity.

David Garratt: Totally lost opportunity. Yep.

David Garratt: And it may come down to the fact that people don't see value in spending money upfront on things like staging or tidying up.

Kahn May: So, you obviously recommend staging if possible?

David Garratt: Yeah, I've always thought it's a \$100 back for a \$1 spent with staging.

Kahn May: Wow! That's huge.

David Garratt: They spend two grand say on staging and I would be thinking the house is worth 20 to 50 grand now.

David Garratt: And it's an anecdotal thing. But I'm always asking when I go through photographing houses, asking the agent, what do they think it's worth? Also, because of my real estate background, I'm always thinking numbers in my head anyway. So I've got quite a broad overview. I'm not focused in one specific area. I'm Wellington wide, Cannons Creek right through to Oriental Bay.

Andrew Duncan: Cool. Good man. Are there some common mistakes, just like things that you always see? For me, it's leaving dirty tea towels on the stove rail, little things that are small but stand out.

David Garratt: There's lots of little things when it comes to the photos, small things don't matter. So, I'll walk into a house and the owners are still vacuuming. For me, they should be rearranging the furniture to create flow or get that bedroom right rather than worrying about dusting and all of that kind of stuff. Buyers

coming through will notice that, but, for the photos, most of the stuff is wider angle by nature and you don't see anything like that.

Andrew Duncan: Do dirty windows show up?

David Garratt: Yes, they can do.

Andrew Duncan: They do?

David Garratt: It can be a real problem actually in apartments. Because you don't have the option of just getting out there and cleaning the windows. But if you've got a view at all, windows should be cleaned inside and outside and also the window sills. So that's a spring clean basically.

Andrew Duncan: So clean like your mother-in-law's coming to visit and you'll pretty much be on the right track?

David Garratt: Yeah.

Andrew Duncan: Cool.

David Garratt: Or ... yeah, your mother-in-law would be even worse.

Andrew Duncan: Is there anything owners should do in particular before you arrive? So, to really get the house ready for you to turn up and do your thing?

David Garratt: I would ... I recommend having a friend come through the house. So you've done the cleaning, you've got it ready. Have someone who hasn't been in the house with you, come through with fresh eyes, walking through from the front door, going through each of the rooms and they'll spot things that you don't spot whether it's a crooked picture or light bulbs missing. That's one of the banes of my life-

Andrew Duncan: Light bulbs missing.

David Garratt: Light bulbs missing, dead.

Kahn May: That's interesting. They show up, don't they?

David Garratt: That happens all the time. Especially, in rental properties. I call it rental ... the rental disease. You go into rental property and there's no bulbs working. So, that's a real biggie for me. I say 100 watt incandescent, or some of the better quality LEDs. I don't like the cheap ecosaver ones. Again, kind of a dim light white, it's got to be warm white bulb.

Andrew Duncan: Got to be a warm white bulb.

David Garratt: As far you can, especially in transition areas like hallways, laundries, any bedroom that's kind of on the south side of the house.

Andrew Duncan: One I spot is, I'm about six feet tall, when you walk into a room, you look from a certain height, and you don't notice things that potentially you would see if you were at camera height. So, valances missing on a bed, or sheets that aren't tucked in properly, we might not see as an owner if we were walking through. But, would that be a suggestion, to maybe get a little bit lower?

David Garratt: Definitely. So, for me, my default height for the camera is around about light switch level. If you get down a little bit like that you won't see around beds, some agents are more pedantic than others, generally the females agents more pedantic about small things in the house for photos than a male. Cover over any part of the mattress that you can't see, so pull that duvet down, even if that's lop sided towards the door so your default shots are generally from the bedroom doors looking towards windows and that kind of thing. So, if you've got extra stuff in the room that you don't want photographed, shove it all behind the bed there. Next to the wall, get it out of sight.

Andrew Duncan: Another good question along that line is, for people that aren't having their property staged, is there some element of staging that they can incorporate, like how important is some color on the walls?

David Garratt: Yeah, definitely.

Andrew Duncan: ... or some mirrors, or some nice comfortable cushions? Does that improve things for you?

David Garratt: Yeah, definitely. It really depends on the color scheme, but I always like a pop of color just to catch the eye. Remember, that people on Trade Me and the like, or Open2view are scrolling through ... Hi, boss are scrolling through and sometimes they can look at 25 properties as they're scrolling in a minute. So, if you've got something that's a pop of color, something a little bit interesting, unique, catches the eye, makes them stop, and will go to the next stage, and check out the next five within that tour. So, I think that's quite important when you're in competition.

Andrew Duncan: One I always get asked by owners is, "Do you photograph garages?" How often would that be something that you-

David Garratt: Yes. So, there's two types of agents. There's the teaser type agent and the documentary type agent. What I mean by that is, some of the agents are quite happy to have six to ten photos, just to tempt or as want to get into the open home. The others will not be happy with 25 or 30 photos. Even though you can only set a certain number of photos on websites.

Andrew Duncan: Trade Me's limited to 20.

David Garratt: So, I would say-

Andrew Duncan: What do you prefer?

David Garratt: Oh, interesting.

Kahn May: I guess it depends on how good the garage looks, doesn't it?

David Garratt: It depends on how good their house is too. I would reckon about 12 photos should be able to cover an average size house. And, you can stretch that to 15, 18, so, if you're thinking three bedroom house, one of each bedroom, so that's three, bathroom. Living spaces, or rumpus rooms, anything that's a little bit bigger, I'll do from a couple angles, sometimes three angles. So, it gives the owners some options, so they can get involved and feel like they can make a decision about the photos. Generally, I wouldn't take a second photos of bedrooms unless there's something that's hidden from your default view, something tucked out or-

Andrew Duncan: Walk in wardrobe, or a-

David Garratt: ... door to a deck, walk in wardrobe, yeah, I will take a photo from the far side of the bed, looking back towards the door if it shows an ensuite or walk in wardrobe or something like that, yeah.

Andrew Duncan: Okay. Excellent. On that note, talking about documentary type agents versus teaser type agents, do you think it's worthwhile getting floor plans, drone shots, done, 3D virtual tours, providing that extra content to buyers? Do you think it helps with-

David Garratt: We're in really interesting times in that we are slowly but surely moving away from print. I don't think print will ever completely disappear, but certainly digital is here and it's here to stay and growing. From what I hear back through the agents, buyers are asking for more and more information, whether that be building inspections, LIM reports. In fact, there's an expectation there, almost-

Kahn May: There is now.

David Garratt: ... When I talk to buyers, they're like, "What's your disclosures? Where's the LIM report?" Blah, blah, blah, blah. And, I think that kind of moves through into the digital media provide as well, so floor plans are becoming ... they're not a default yet, but they're becoming more important as part of your buyer information pack.

Kahn May: So, you're finding that more people are getting them done?

David Garratt: Yes. It's growing. I would still say probably only 30% of properties have anything other than standard photo tour.

Andrew Duncan: Really? How much does a floor plan cost, just to give people an idea.

David Garratt: A standard house, up to 200 squares is \$199.

Andrew Duncan: Right. So, it's not a massively expensive option when selling your house, to provide that service.

David Garratt: The cool thing about a floor plan, and especially when it's linked through on our site, you don't know when you're looking at bedrooms, how those bedrooms relate to each other necessarily, and so a floor plan gives you that idea. When I do a floor plan, I upload it onto our website as well, and then I can take the photos I've taken on to that floor plan, so it kind of gives a basic interactive feel which I think is quite cool.

Andrew Duncan: I think it's awesome if you can allow people the opportunity to start making plans for a home, too. So, it's going to create a more emotional connection if you can walk and say, one day I want to remove that wall, and I want to change that around. As soon as you have renovation plans for a home, you are so much more attached to it than if it's just a series of photos.

David Garratt: And, getting a sense of flow and proportion in a house is really important. I think, probably, the bigger or more complex you go, the more important it is to have floor plans, and other products like virtual tours-

Andrew Duncan: Well, the house that we're selling at the moment that's half done, half not, I mean, the floor plan for that is just crucial.

David Garratt: Right. Especially, I think, if you've got an international market, so if buyers are looking remotely, so, again, big, premium, ideally, there's no reason why you shouldn't have the whole wack. As much media as you can get, so buyers have enough information to be able to make a decision remotely. And, we've seen a number of those kind of deals happening this year. Mainly, with the Matterport, the virtual tours. That really gives people enough information and a feel for the house without visiting, to make a decision remotely.

Andrew Duncan: On that note, for those listening, we've been talking about Matterport virtual tours quite a bit, so if you want to see an example of those, most of the properties on our website, Relatable.co.nz, have those virtual tours. You can go and check them out there. Also, on Open2view, I imagine, you can go and check out quite a few on there. But, essentially, it allows you to explore every nook and cranny of the home, and we just love them. We find them hugely beneficial. Buyers can spend a long time engaging with that property. On Trade Me, they are called 'inside view', so when you're looking at one of our listings you'll be able to see that little link there.

David Garratt: Yeah, that's right.

Andrew Duncan: That's what allows you go up to see that virtual tour. Again, not hugely expensive and a lot cheaper than a video usually.

David Garratt: So, up to 250 square meters, we do it for \$299.

Andrew Duncan: Cool.

Kahn May: That's actually quite cost effective.

Andrew Duncan: That's good.

David Garratt: Yeah. I think so. A Matterport will take about an hour, maybe up to an hour and a half depending on how complex the house is to actually do. Basically, we have a camera that does a 360 spin and we put in on an anchor point near the front door somewhere, so you start the tour in an actual way of walking through the place. And, then we basically grid the house out and each scan point is a 360 spin, so it's a 360 photo and then the camera software does a really cool thing and links them all together spatially, in a very accurate way, so that you can see it in space and real time and look at each spot, which is really, really cool.

Kahn May: Maybe just mention about the experience we had recently with the owner who wanted to take down the names off the walls and stuff. So, the virtual floor plan is very intrusive so make sure-

David Garratt: Yeah. And, that's probably, going back to our prep for photos as well. It's much easier to get the room right than me have to do Photoshop later. I can Photoshop stuff or blur facial images especially with tenants, I would naturally just blur out any faces and pictures on the walls because we can't move this stuff around as much, and also, if there is car parking and license plates showing, my default would be to blur those as well.

Andrew Duncan: With the Matterport virtual tours you essentially see ... you can explore every nook and cranny of the house, so you just have to make sure ... it takes an extra level of preparation than-

David Garratt: Yes it does.

Andrew Duncan: ... just getting photos taken.

David Garratt: Because you're often capturing a room in two or three angles, so not just from the door, you're actually walking around the beds.

Andrew Duncan: It's like Google street view, but inside houses.

David Garratt: Correct. In fact, it actually can link to Google street view. I don't want residential properties on there, but commercial properties, amazing tour. It's so much growth in that market, and especially in the States.

Kahn May: You've actually sent that across to the States to-

David Garratt: That's right. It's gets processed in Silicon Valley, somewhere.

Kahn May: Really?

David Garratt: Never meet anybody. So, when we get hired we upload our scan model, then it comes back a few hours later, all processed and ready to go.

Andrew Duncan: What's the best time of day to get photographs taken? I'll start with that one first.

David Garratt: I would answer that by saying it depends on the house. You don't really want to do the extremes of the day if you can avoid it. So, my general work would be ... my bookings that go first are the middle of the day, so, say 11 to 2. And, Mondays, Tuesdays are the busiest days. Simply because people are coming in and wanting to get media out, to get on to the market.

Andrew Duncan: Do you prefer the sun on the front of the house or the decks? You often have houses that which have sun on both sides.

David Garratt: If it's a view kind of place, ideally, it's counterintuitive especially, if it's a sea view, the sun should be behind your outlook.

Andrew Duncan: Right. So, behind you as you take the photo of the view.

David Garratt: If you want blue water, that look, you've got to have the sun behind you when you're photographing.

Andrew Duncan: That's a really good tip.

Andrew Duncan: Do you need the sun? Say it was just a slightly overcast day, the sun wasn't beaming in, is that okay to take photos? Are the colors going to-

David Garratt: Totally.

Andrew Duncan: So it's not a dealbreaker?

David Garratt: To me, it's not a dealbreaker. For some agents, it is. They are focused on having only sunny days, but, with Open2view, our default is always to replace skies if they're gray, or silvered out, or whatever. We'll Photoshop those out and put in some blue. It's always blue in Open2view. Just because people will ... it kind of the house pops better when there's color in the sky.

Andrew Duncan: You do a good job of it from our experience. It doesn't look, at all, photoshopped, or cheesy, or anything like that.

David Garratt: No, and I don't use the same sky every time, either. I do try to match it sometimes, you'll have a patch of blue sky in front of the house. Or, take a photo of the sky because then behind us we've got a big southerly front brewing or whatever. So, I will use the sky from that day and from that time, but just drop it in in a different angle.

Andrew Duncan: Good. Have you got any other thoughts on common areas that people should pay attention to, we've talked a little bit about that, but just any tips or advice that we missed off that you might like to mention.

David Garratt: Yeah, so, if you're going from outside inside, I ... all houses have a prettier side, if you like, and then generally not the sides of the house, so think about front, or think about back, or courtyard, or grounds-

Andrew Duncan: In terms of where you spend your focus.

David Garratt: Focus, that's right. Get rid of all those rubbish bins. I am moving rubbish bins, moving recycling bins, all the time.

Andrew Duncan: Great tip. Great tip.

David Garratt: Stick them in the garage. So, think about the garage, as we may get a photo of it just to show people who can't get to the property, but, most agents probably wouldn't put a garage shot, and maybe even a laundry shot online.

Andrew Duncan: Especially if they're limited to 20 photos online.

David Garratt: Yeah, that's right. So, those can areas where you can move everything out. So, you go through your hose, minimize, think pops of colors, so reds, oranges, something with a little bit of interest. There's been a lot of stagers shopping at K Mart in the warehouse. There's lots of fun stuff that you can buy, even plastic plants and that kind of thing that actually got-

Andrew Duncan: Those look pretty good.

David Garratt: ... the feel, yeah.

Andrew Duncan: Pretty darn good.

David Garratt: So, think lush, think a bit a pop of color to lift a tired room. Net curtains. Take those net curtains down. Clean the windows. So, agents generally, would not have net curtains up unless they're very fancy. And, also I think the buying public wants to get a sense of how the house sits in relation to neighbor's views and that kind of thing. You can't see-

Andrew Duncan: The light. Natural light. Things as well.

David Garratt: You can't see that if you're photographing net curtains.

Andrew Duncan: When there's stuff all over the fridge is another no-no. Little things but they add up.

David Garratt: So, it's minimized. Step out. Go out for a coffee, come back, minimize again. So, basically, all benches clear and this includes, especially in the kitchen because you're not selling your coffeemaker, you're selling the bench space you're going to see.

Andrew Duncan: Spot on.

David Garratt: In the flow. If you had a nice coffeemaker and the bench was big enough, you could just leave it. Everything else, get rid of.

Kahn May: You're saying that things that people have on their bench, have had them there for years, and they've become very blasé to them, even outside-

David Garratt: You don't see it.

Kahn May: ... you have things outside, you don't see it. You have things there. You only see it because it's there every day.

David Garratt: And think up above as well. Raise your eyes because most people stop at eye level, especially in their house. You kind of get used to all of those, that clutter that's up there. Take them out, put them in the garage, or put them in your shed.

Andrew Duncan: So, things above the fridge, above the microwave.

David Garratt: And, tucked in by the microwave, those cookbooks, those pieces of paper and all that stuff, get rid of the pens, if there a phone on the bench, take it off. Actually, unplug it from the wall and take it away. I'm very OCD about cords.

Andrew Duncan: There's loose wires on the bench to untangle.

David Garratt: Loose wires everywhere, and to do with the TV, so, if we're moving into the lounge now in terms of talking about it.

Andrew Duncan: Yeah. Absolutely.

David Garratt: Think about the way that you've got your couches set up. So, think flow, and to make the room feel as big as possible.

Andrew Duncan: So, maybe not breaking up a room with the couch in the middle, but maybe putting it more against the wall or-

David Garratt: Yeah, and it may be that that's the best spot for the couch to be able to view your TV on the wall or, whatever, but, through the selling process, that becomes less important than allowing people through. And, you might have a busy open home. If you got 20 people walking through your house, you don't want it to feel small, and you want those main traffic areas to be wide open as possible.

Andrew Duncan: So, maybe-

David Garratt: Especially if they go outside.

Andrew Duncan: So, maybe even removing a couch if you've got a couple of them?

David Garratt: Yeah, totally.

Andrew Duncan: To ask you another gut feeling question, sorry to put you on the spot here, but what percentage of houses would you go through and feel, gosh, I wish they would have taken out an extra chair or an extra couch, just to give an idea of how people have, probably, minimizing that they aren't doing that they could do.

David Garratt: If staggers had been involved, so take them right out of the picture, so that's an empty house and they bring furniture and dress it, I would say more than half of the houses I see, still have way too much stuff.

Andrew Duncan: So, it's typically over cluttered.

David Garratt: Totally.

Kahn May: Less is best.

David Garratt: Yeah. Definitely.

Andrew Duncan: When you look at a show home, or a stage home, there's an impractically small amount of furniture, but they look good. So, you wouldn't really live in it like that, but that's not the point.

David Garratt: That's right. And, you're trying to create a little bit of a vibe as well, that's why people have things like occasional chairs in the bedroom, throw a drape of it, and all of that kind of stuff. So, you're trying to soften a room, suggest that ... we all know that occasional chairs are used to hold your clothing.

Kahn May: Your laundry basket.

David Garratt: But, going through a house, that is really for the market, you never see a piece of clothing, almost, on the occasional chairs.

Andrew Duncan: Absolutely. Absolutely. Any ... just to give you an opportunity to give you a little vent, any pet peeves on the agent side of things? Anything that-

David Garratt: Probably.

David Garratt: I would say just-

Kahn May: Not Relatable. Relatable's pretty good.

David Garratt: No. Maybe just not being prepared enough. A good percentage of the agents that I work with, they either may be seeing the property for the first time when they open the door for me to photograph it.

Kahn May: Right.

Andrew Duncan: Wow.

Kahn May: Yeah.

Andrew Duncan: Really?

David Garratt: Yes. Really.

Andrew Duncan: Wow, okay. Interesting.

David Garratt: That happens a lot. So, I'm kind of thinking, what's going on and behind, that that would happen.

Andrew Duncan: How are they getting these listings if they-

David Garratt: Well, that's right. I mean, admittedly, a lot of them may be rental kind of properties and they signed them up with the owners remotely and then just been given the key or something like that, or picked it up from a property manager. That's another pet peeve or mine actually. Agents trying to sign the listing agreements with the owners at the same time as me doing the photos, or other products.

Andrew Duncan: Right.

David Garratt: So, we're not thinking about the photos, it's just an aside.

Andrew Duncan: The photos are just, oh, we just have to do that. It's not our priority.

David Garratt: Yeah, yeah, but they're still trying to get them signed up to make sure that they get paid for the photos or worry about. Yeah, I think that's, personally, that's just lazy.

Andrew Duncan: Just unorganized, isn't it?

David Garratt: Yeah, yeah. I kind of think, chop them up in to two bits, so get that listing signed. I shouldn't really be there until the listing is signed, but I know sometimes it doesn't work that way. You had to strap an owner down or there's more than one owner that has to be involved. But, that's a biggie.

Andrew Duncan: Absolutely. Makes sense. What I'm seeing, from my experience, I mean, having really good quality photos would literally add tens of thousands of dollars to the value of a house just because more people are going to visit, more people are going to look at it, potentially, there are more people going to offer, and that ends up benefiting owners, so a whole lot more emphasis on getting the house proper photos would seem like a very smart idea.

David Garratt: You'd think so.

Andrew Duncan: But, that's not always done. So, how can homeowners hire your services? Can they insist their agents uses you specifically if they want to?

David Garratt: I don't know if they can insist, but they can certainly strongly suggest. Yeah.

Kahn May: And we would strongly suggest that they do.

Andrew Duncan: That's right.

David Garratt: I mean, for me, the cost of digital media compared with the old school print media, is quite minuscule. I don't know, what's a Dom Post ad worth?

Andrew Duncan: Oh, hundreds and hundreds and hundreds of dollars for a-

Kahn May: Sometimes thousands, something like that for one spot.

Andrew Duncan: ... one spot, yeah.

David Garratt: Whereas with us, for 1,100 bucks, you get a full range of services that covers video, virtual tours, floor plans, photos.

David Garratt: So, I'm like, yeah, and in Wellington, the difference between the top premium photographers and the cheapy dudes that have just come out of university or somebody's mate is, probably, only a hundred bucks. I'm like, okay.

Andrew Duncan: For somebody who does this everyday.

Kahn May: We can see the difference. We know the difference.

David Garratt: Yeah, but, a lot of agents, I don't know whether it's just a poverty mentality, or whatever, maybe they just need some education. I always forget vendor funding, or, I don't know. I don't know why the disconnect is there, but-

Andrew Duncan: Coming from your experience in real estate, I don't know if this is too strong a statement, but, if a homeowner is listening to this, and they're agent is telling him, don't worry about professional photography, we don't have to do that, what would you say to that person in that situation?

David Garratt: I would have to be questioning how good they are. You're doing your vendor a serious disservice if you are throwing them out into a very competitive marketplace saying that you're going to get premium dollars, but-

Andrew Duncan: Taking the photos on your iPhone.

David Garratt: Yeah, seriously. I mean, have a look through, say, Trade Me properties for rent and then compare them with the Trade Me properties for sale. The difference is phenomenal in the photography.

Andrew Duncan: Absolutely.

David Garratt: And, in saying that, there's a lot of property men just now insisting on professional photos for rentals. That's starting to happen, if you go to Aussie, it's all professional photos right across the board. So, that's a big growth market for us as well.

Andrew Duncan: Certainly. And, David, do you do weddings as well?

David Garratt: Yeah.

Andrew Duncan: And, any other services that-

David Garratt: That's mainly just the weddings. I have a bit of fun with modelling. I've got a number of friends in the fashion world and so we do number of collaborations. There's not much going on in the fashion scene in Wellington. So, if I can encourage people or come together and collaborate with people to help them and they help me, that's fun as well. But, I would probably do 10 or 15 weddings a year.

Andrew Duncan: Good man.

David Garratt: I did get up to as many as 30 or 40 weddings a year.

Andrew Duncan: Fantastic.

David Garratt: But, at the moment, the real estate market is busy when the wedding market is busy, so if I get myself busy on both fronts. So, now I've learned just to meter it

through summertime especially, so, my time, you got two weddings a month through the busy wedding seasons. Last year, I turned down 28 weddings, so there is a valid business for me quite apart from real estate, but that's what I'm choosing to focus on.

Kahn May: How many weddings did you turn down?

David Garratt: 28.

Kahn May: Wow. Far out.

Andrew Duncan: Good man. To see your work David, anyone can visit our website Relatable.co.nz, all our properties are photographed by David, exceptionally well, I'll add too, but how can people, if they for some crazy reason aren't listening with us, how can they get a hold of you personally or-

David Garratt: How about you can just ask for Open2view generally, we've got full coverage up and down the country, so I think, and I might be wrong here, there's 93 photographers covering most of the main areas throughout New Zealand and Wellington, we have 1, 2, 3, 4, 5, 6 ... 6 or 7?

Kahn May: Right.

Andrew Duncan: And, you cover right through Wellington.

David Garratt: Yeah, so I don't have any set boundaries or anything like that. I go where my agents go. I generally wouldn't go past Porirua much, but anything south and out to the Hutts, I cover. I do a lot of driving every year.

Andrew Duncan: I bet.

David Garratt: About 70 or 80 hours a month of driving backwards and forwards. Just zigzagging the city.

Andrew Duncan: How many k's? How many k's do you cover a year?

David Garratt: I don't know.

Andrew Duncan: 50 to-

David Garratt: I think it was, I think I did 25,000 last year, and I was talking with an Uber driver recently, he said, I did 35,000. So, I said if you're up above 15,000 you're doing a lot of driving.

David Garratt: I should get a hybrid.

Andrew Duncan: Exactly. It's all the rage.

Kahn May: Don't knock it till you tried it, all right.

David Garratt: So they say.

Andrew Duncan: Thank you so much for joining us. I really appreciate it. Nice to catch up as always, and hopefully we gave you some useful content that will help you maximize the appeal of your home when you're ready to get some photographs taken. It's so critical to get it right. If you have any questions feel free to get in touch.

David Garratt: I'll drop of a PDF of some top tips.

Andrew Duncan: Perfect.

David Garratt: People can always give me a call if they're interested in maximizing, yeah.

Andrew Duncan: Can you say your phone number as well?

David Garratt: Yeah. 0274 374 351.

Andrew Duncan: Perfect. Thank you, sir, and, put the PDF with tips for getting your home ready into the blog post show notes as well. Thanks for listening everybody. And, we'll catch up with you soon.

Kahn May: Cheers.

David Garratt: Thanks guys.