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Seeing is believing

photo editing, a remodeler's sales tool

Clients want to see the finished remodel even before you start. In today's high-tech market it is possible to give a visual aid to those who can't visualize the changes, and many homeowners have come to expect it.

Simplify the Selection Process

It can be a challenge for homeowners to make selections from little color chips and shingle samples. Photo editing really helps clients finalize selections by transforming a photo of the existing house with new colors and a variety of materials.

Improve Communication

An edited photo helps communicate the design concept. It shows how the colors and materials work together to create a cohesive whole.

Manage Expectations

The scope of the project can easily change. The designer can add, delete, or modify features before the building process begins.

Edits are more than a Sales Tool

The edits are the first step in the design process. The designer can adjust the proportions of various details, which helps determine whether standard products will fit or if custom items are required. For example, will a standard porch post work or will the post be site-built?

More revenue for the remodeler

Want to offer more than siding and roofing? A photo-edit is a subtle way to suggest upgrades at a time when the client is focused on home improvement - an ideal time to show clients the positive impact the upgrades make on the whole house. For example, when clients see how great a new

flagstone sidewalk looks, they are more likely to add it to the project - either now or in the next phase of work. After all, seeing is believing.

Stay ahead of the Competition

Clients will be impressed by the remodeler who shows them a photo of the final project before construction ever starts.



BEFORE



AFTER

WHAT A FACE-LIFT! Editing, with programs like *Photoshop*, allows homeowners to see how a remodel can change their home. This example shows an extensive photo-edit, which required adding many details and creating several items from scratch.

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