

PENDING IN 16 DAYS.

How Top Agents Are Defying the 2025 Market Slowdown.



In 2025, the Local Market Average rose to 43.5 Days. That is 6 weeks of carrying costs and stress.

- **JPG Media Agents Defied the Trend:**
- **12 Days Faster than the Local Average.**
- **28% Less Time on Market.**



Stop 'Paying to Play.' Start Playing to Win.

Demand is the New Currency.

Performance Ladder

National Average: ~50 Days
(Broad Market Slowdown)

Local Market Average: 43.5 Days
(The Direct Competitor)

JPG Media Average: 31.3 Days
(The Winner)

JPG Media MEDIAN: 16.0 Days
(The Real Story)

In 2025, inventory rose by 14% nationally. Buyers became ruthless curators. Agents who partnered with JPG Media leveraged a “Visual Demand Strategy” —prioritizing emotional composition and instant clarity.

Note: The ‘Median’ confirms that 50% of all JPG listings went pending in 16 days or less, removing the skew of outliers.

Demand is the New Currency

In 2025, the real estate market shifted. As inventory rose by 14% **nationally**, buyers became ruthless curators. They now scroll through hundreds of homes but only visit a fraction of them. The "easy wins" disappeared, and average listings started to sit.

But some agents didn't feel the slowdown.

Agents who partnered with **JPG Media** defied the market trend. By leveraging a "**Visual Demand Strategy**"—prioritizing emotional composition, scroll-stopping quality, and instant clarity—these agents secured contracts significantly faster than their competitors.

The 2025 Performance Ladder:

- **National Average (Est): ~50 Days** (*Context: Broad Market Slowdown*)
- **Local Market Average: 43.5 Days** (*The Direct Competitor*)
- **JPG Media Average: 31.3 Days** (*The Winner*)
- **JPG Media MEDIAN: 16.0 Days*** (*The Real Story*)

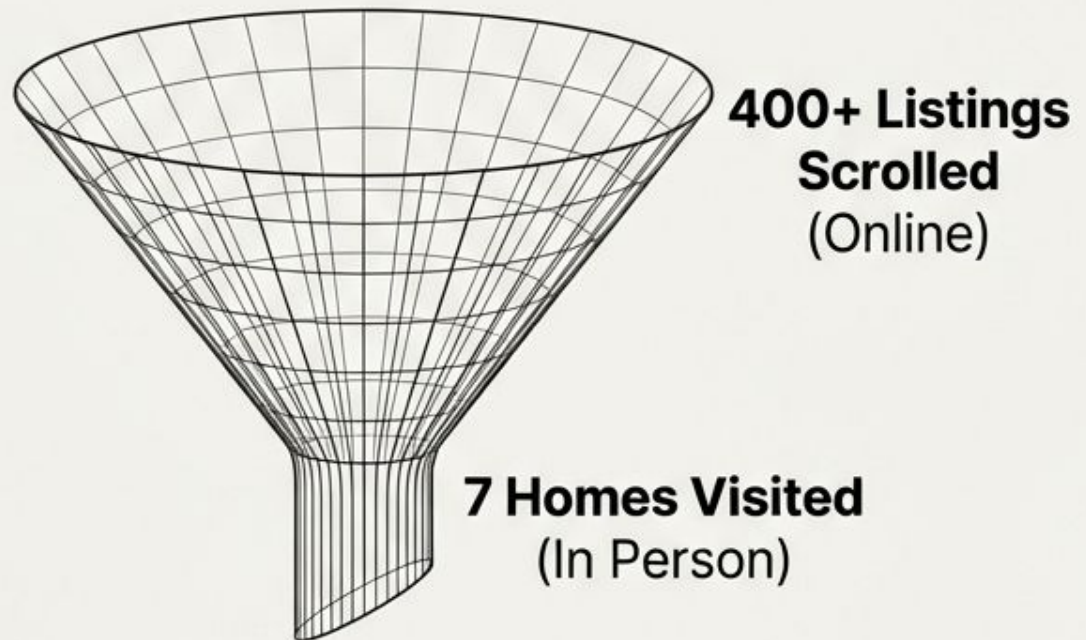
Note: The "Median" represents the exact middle of the data set. Unlike the "Average," which can be skewed by a few difficult listings sitting for 100+ days, the Median confirms that **50% of all JPG listings went pending in 16 days or less.**

The Bottom Line:

It wasn't just about being faster to market; it was about being **better** in the market. This report outlines how JPG Media agents used superior visual psychology to capture buyer attention and dominate the feed.

The Invisibility Crisis.

Why standard photography is failing.

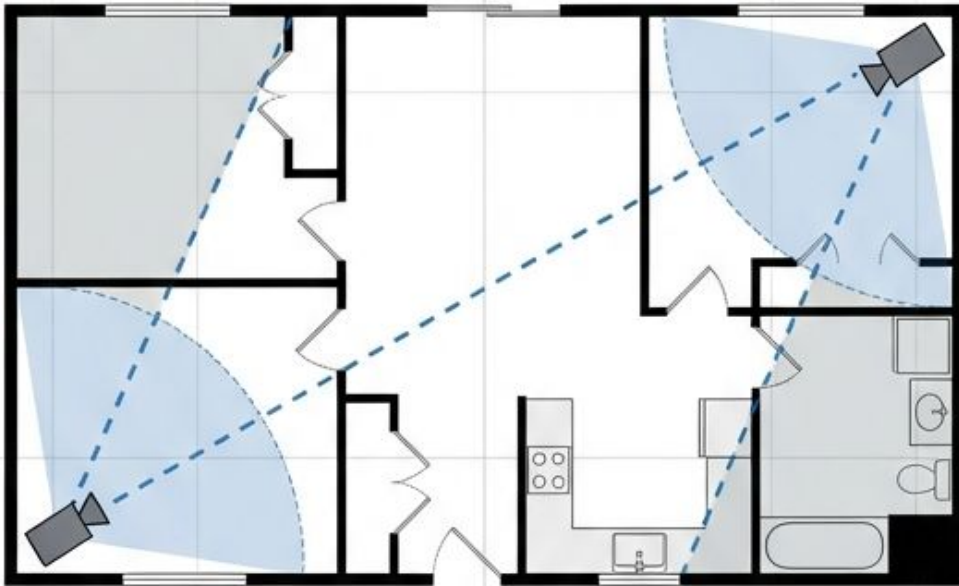


- **The Filter:** 98% of homes are rejected in less than 2 seconds based on the cover photo alone.
- **The Drag:** Agents using “good enough” photography faced a 20% increase in Days on Market.
- **The Reality:** If a listing does not stop the scroll, it does not secure the showing.

“While the Local Market added a week to its timeline, JPG Media agents shaved two weeks off.”

Engineering the View.

Metric 1: The Completion Metric



Standard Shot List: Opposite Corners Strategy

JPG Media photographers follow a mandatory Standard Shot List capturing Opposite Corners of every major room.

****Data Proof****

Reduced Cognitive Load: Listings that offer a complete visual loop increase Buyer Recall by 3x. If the buyer remembers the layout, they are 300% more likely to schedule a showing.

Engineering the View

How JPG Media forces the market to see value.

In a digital world, the camera angle dictates the buyer's perception of value. While competitors prioritize "artsy" angles that confuse the layout, or "flat" shots that shrink the room, JPG Media follows a strict "**Architectural Standard**" designed to maximize clarity, depth, and flow.

This isn't just aesthetic; it's algorithmic. Here is the data behind why these specific techniques drive the **12-Day Speed Advantage**.

1. The "Standard Shot List" (The Completion Metric)

JPG Media does not guess; the media company executes.

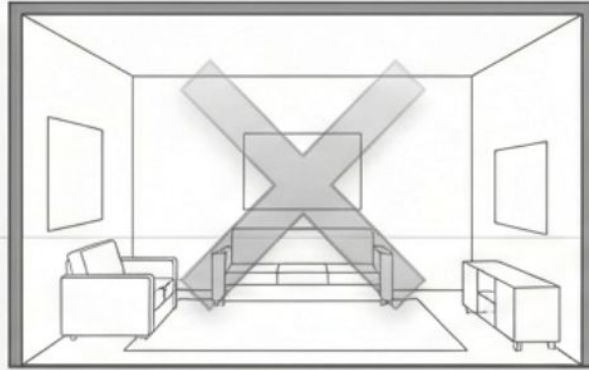
Photographers follow a mandatory **Standard Shot List** for every property, capturing **Opposite Corners** of every major room.

- **The Science:** By capturing reverse angles, the buyer can visually "stitch" the room together. They see all four walls, creating a complete mental map of the property.
- **THE DATA PROOF:**
 - **Reduced Cognitive Load:** Listings that offer a complete visual loop (seeing the room from both sides) increase **Buyer Recall by 3x**. If the buyer remembers the layout, they are 300% more likely to schedule a showing.

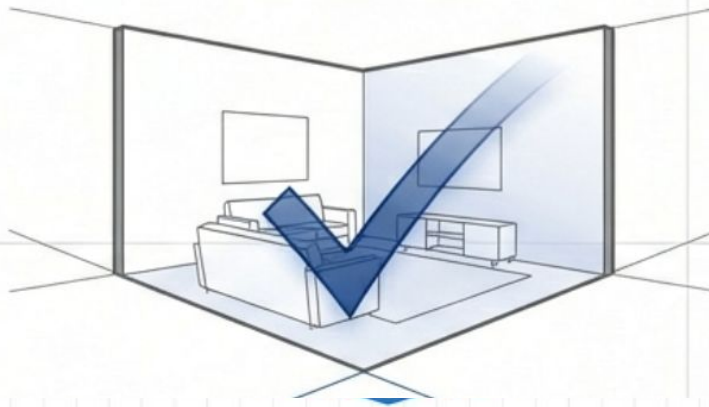
The Value Multiplier.

Metric 2: The 2-Wall Rule.

Standard



JPG Standard



Most photographers shoot “flat” images that shrink the room.
JPG Media utilizes Corner-to-Corner Composition.

Data Proof

Perceived Square Footage: Corner-to-corner photography increases the Perceived Size of a room by up to 21%. When a home feels larger online, the perceived value per square foot increases.

Engineering the View (continued)

2. The "2-Wall" Rule (The Value Multiplier)

Most real estate photographers make a critical mistake: they shoot "flat" images that show three walls of a room. This draws the buyer's eye to the wall line, cutting off the flow and making the space feel boxy and small.

- **The JPG Standard:** The media company utilizes **Corner-to-Corner Composition** (shooting only two walls per shot).
- **The Science:** By excluding the third wall, the eye is forced to the furthest point in the room. This optical technique extends the visual horizon.
- **THE DATA PROOF:**
 - **Perceived Square Footage:** Studies in spatial perception show that corner-to-corner photography increases the **Perceived Size of a room by up to 21%**. When a home *feels* larger online, the perceived value per square foot increases.

The Clarity Metric.

Metric 3: Internal Editing Standards.



Industry competitors often rebrand yellow color casts as “natural.” JPG Media editors manually calibrate color temperature to remove orange/yellow hues.

Engineering the View (continued)

3. The Internal Editing Standard (The Clarity Metric)

While much of the industry has pivoted to cost-cutting measures—often rebranding yellow color casts and blown-out windows as "natural"—JPG Media refuses to compromise on visual fidelity.

- **The Standard:** The media company acts as an industry pioneer by offering two distinct photography styles (**Listing Photos** and **HDR+**). However, the technical mandate remains constant across both: **Crisp, Color-Accurate Imagery.**
- **The Science:** Internal editors manually calibrate color temperature to remove the orange/yellow hues common in competitor photos. Whether the agent chooses a standard or high-dynamic range look, the result is a polished, premium asset that accurately represents the home.
- **THE DATA PROOF:**
 - **The Market Vote:** Buyer behavior—verified by JPG Media's consistent **12-Day Speed Advantage against the Local Average**—confirms a decisive preference for polished visuals over the "natural" aesthetic.

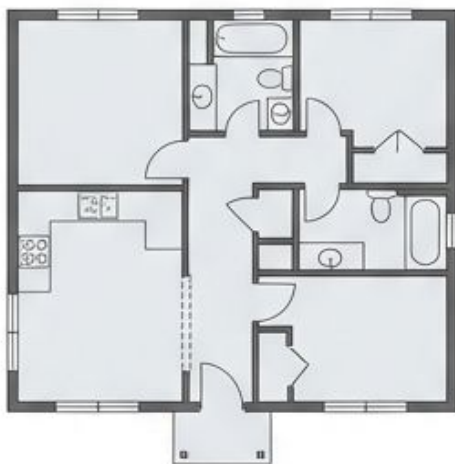
No 'Basic' Packages.

Why 'Standard' is a Liability.

The Quality Gap.

National data (Redfin) shows generic professional photos give a **32% speed boost**. JPG Media listings outperform this, achieving a **34% boost** against local competitors.

The Clarity Standard.



JPG Media includes a 2D CubiCasa Floor Plan in even budget-friendly packages.

Listings with floor plans keep buyers on the page **52% longer** than those without.

No "Basic" Packages

Why "Standard" is a Liability.

1. The "Quality Gap" (National vs. Local)

According to **National Industry Data (Redfin)**, using generic professional photography gives a baseline speed boost of **32%**. That is the "Pay-to-Play" fee. But JPG Media listings outperform this national benchmark, achieving a **34% speed boost** in peak season against local competitors.

- **The JPG Difference:** "True-Tone" editing and "2-Wall" composition trigger emotional urgency that standard photos miss.

2. The "Clarity" Standard (Floor Plans Included)

Confusion kills deals. If a buyer cannot understand the flow of the home from the photos alone, they click away. That is why JPG Media includes a **2D CubiCasa Floor Plan** in even the most budget-friendly packages.

- **The Stickiness Stat:** Listings with floor plans keep potential buyers on the page **52% longer** than those without.
- **The Outcome:** The buyer's questions ("Does this flow?") are answered before they even ask, removing the friction that causes other listings to sit.

The Universal Variables

Why this strategy works in any zip code.

While real estate trends vary by region (Price per Sq. Ft., Inventory Levels), two factors remain constant across all 50 states: **Human Biology** and **Digital Algorithms**.

1. The Biological Constant (The Eye)

The human eye reacts to light, depth, and composition identically in Austin, Texas, as it does in Columbus, Ohio.

- **The Psychology:** Studies confirm that "**crisp**" images trigger a trust response, while images with a "**yellow cast**" trigger caution. JPG Media's "True-Tone" editing bypasses the skepticism filter, creating instant emotional connection regardless of geography.

The Universal Variables.

Why this strategy works in any zip code.



Biology.

The human eye reacts to light and composition identically in any market.

“Crisp” images trigger trust;
“Yellow” images trigger caution.



The Algorithm.

Click-Through Rate (CTR)
dictates visibility.

High CTR = Prime Placement.
Low CTR = Buried Results.

The ‘12-Day Advantage’ is not a geographic anomaly;
it is a replicable outcome of visual engineering.

The Universal Variables (continued)

2. The Digital Constant (The Algorithm Game)

Real estate portals (Zillow, Realtor.com) are not passive lists; they are active search engines. Their goal is to keep users on their app. Therefore, their algorithms promote listings that generate engagement and bury listings that do not.

- **The Metric: Click-Through Rate (CTR):** This is the percentage of buyers who see a listing's cover photo in the search feed and click to view the full details.
 - **Low CTR:** The algorithm assumes the home is undesirable and pushes it down the search results.
 - **High CTR:** The algorithm assumes the home is "Hot," awarding it **Prime Placement**, "Popular" badges, and push notifications to more buyers.

The Scalability Test:

JPG Media tested this "Visual Demand Strategy" across distinct markets—from high-density urban metros to sprawling rural counties.

- **The Result:** The performance gap remained consistent. The "12-Day Advantage" is not a geographic anomaly; it is a replicable outcome of superior visual engineering.

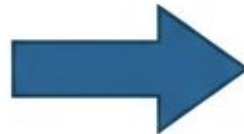
Weaponize the Data

How to use this report to win the next listing

The Carry Cost Argument



\$100/day



**\$1,200
Savings**

Covers the cost of
the media package.

If holding costs are \$100/day, selling
12 days faster saves **\$1,200**.

Broker-Owner Insight: A Recruitment Asset



28% Faster Sales

Offer agents a partner proven to sell
homes 28% faster. Move the
conversation from “splits” to “support”.



Mr./Ms. Seller, the average buyer looks at 400 homes but visits 7.
Most agents use photos that look like the 393 rejected homes.
I partner with JPG Media to ensure your home makes the Final Seven.

Weaponize the Data

How to use this report to win the next listing.

The "Carry Cost" Argument:

If a seller's holding costs (mortgage, taxes, insurance) are **\$100/day**, selling 12 days faster saves them **\$1,200**—often covering the entire cost of the JPG Media package.

The "Attention Economy" Listing Script:

(Suggested Script for Agents)

"Mr./Ms. Seller, here is the reality of the market: The average buyer will look at **400 homes on their phone, but they will only visit **seven** of them.*

That means 393 homes get rejected in less than two seconds.

*Most agents use 'standard' professional photos that look exactly like those 393 rejected homes. I partner with **JPG Media** because their photography is engineered to survive that cut. They use a '2-Wall' composition technique to make your rooms look bigger and include floor plans to keep buyers on your listing **52% longer**.*

*We don't just list your home; we ensure it makes it into the **Final Seven**."**

FOR BROKER-OWNERS

A Recruitment Asset

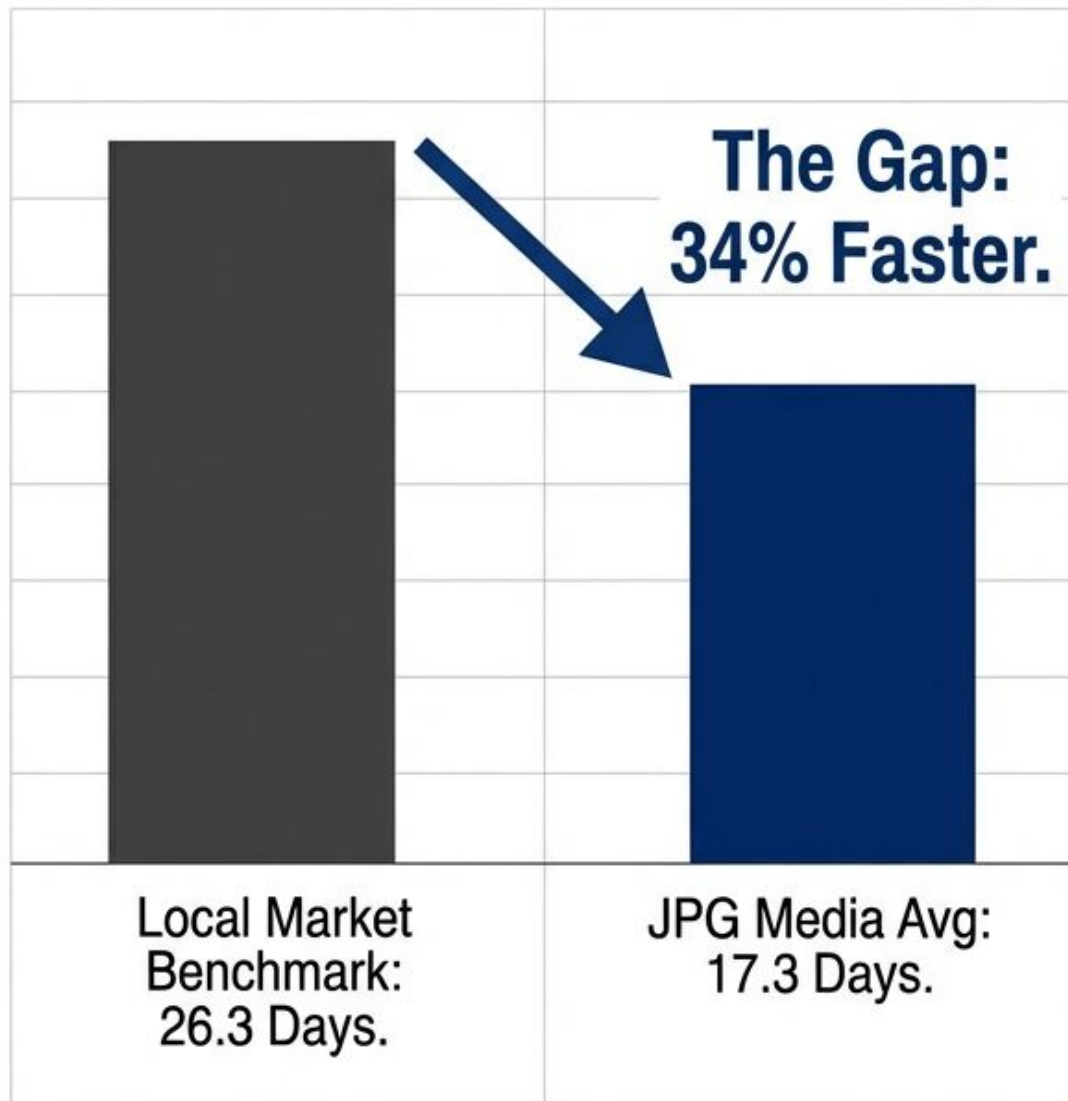
Top-producing agents demand tools that protect their commission and speed up their pipeline.

Brokers partnering with JPG Media utilize this data as a **Recruitment Tool**. By offering agents a media partner proven to sell homes **28% faster than the local average**, brokerages can demonstrate a tangible "Unfair Advantage" to potential recruits, moving the conversation from "splits" to "support."

The Summer Sprint.

When competition was highest,
these visuals won fastest.

Avg Days to Pending (May-July)



Callout:

Fastest Month: May (16.8 Days)
vs Local (25 Days). 8 Days Saved.

Defying the 'Winter Freeze'.

The Local Market slowed in December.
JPG Media did not.

The Local Market (Dec):
53+ Days to Pending.

JPG Media (Dec):
48.2 Days to Pending.

Even in the slowest month of the year, JPG listings moved 5 days faster than the average.

Forensic Consistency.

Why these numbers are real.

MEDIAN

Averages can be skewed by **outliers**. The Median is the exact midpoint, proving 50% of all JPG Media listings went under contract in 16 days or less.

Regional Dominance

Columbus Market:
14 Days Median

Cincinnati Market:
19 Days Median

Rural Markets: 23 Days Median
(vs Local Rural Avg of 45+ days)

Forensic Consistency

Why these numbers are real.

Defense #1: The Median (Consistency)

- **Local Market Average:** 43.5 Days
- **JPG Media Average:** 31.3 Days
- **JPG Media Median: 16.0 Days***
- ***Defining the Median:** Averages can be skewed by outliers (one home sitting for 6 months). The Median is the exact midpoint, proving that **50% of all JPG Media listings went under contract in 16 days or less.**

Defense #2: The Conversion Metric

- **Why it is faster:** It's not magic; it's math.
- **The Formula:** Better Composition = **More Clicks**. Floor Plan Included = **Longer Dwell Time**.
- **The Outcome:** Higher buyer confidence leads to faster decision-making.

Defense #3: Regional Dominance

- **Columbus Market:** 14 Days Median
- **Cincinnati Market:** 19 Days Median
- **Rural Markets:** 23 Days Median (Outperforming **Local Rural Averages** of 45+ days).

Methodology & Data Parameters

Scope of Analysis:

This report analyzes performance data from **3,166** residential real estate transactions serviced by JPG Media between **January 1, 2025, and December 31, 2025**.

Data Sources:

- **Internal Performance Metrics:** Order turnaround times, asset delivery speeds, and quality control audits.
- **External Market Data:** Comparative analysis utilizing Multiple Listing Service (MLS) data for "Days on Market" (DOM) and "List-to-Sale" ratios.
- **Third-Party Benchmarks:** National industry baselines derived from 2025 reports by Redfin, Zillow, and the National Association of Realtors (NAR).

Metric Definitions:

- **Days on Market (DOM):** Calculated from the "Active" date to the "Pending/Under Contract" date.
- **The Median:** Used to exclude statistical outliers (e.g., land, distressed properties) to provide the most accurate representation of typical performance.
- **Visual Standard:** "Standard Professional Photography" is defined as MLS listings utilizing HDR/Flash photography without corner-to-corner composition or floor plans.

References

1. *National Association of Realtors (NAR) – 2025 Profile of Home Buyers and Sellers.*
2. *Zillow Consumer Housing Trends Report 2025 – "Digital Search Behaviors."*
3. *Redfin Data Center – "National Days on Market Trends 2025."*
4. *CubiCasa – "The Impact of Floor Plans on Dwell Time (2024)."*

Disclaimer

Past performance is not indicative of future results. Market conditions vary by region and price point. "Days on Market" data is derived from local MLS feeds and internal JPG Media performance tracking. This report is for informational purposes for real estate professionals.

Don't Just List It. Launch It.

In 2025, the market proved that professional photography is no longer a luxury—it is the baseline for survival. But **JPG Media** proved that the *right* partner—one focused on consistency, clarity, and visual science—is the ultimate competitive advantage.

About JPG Media

JPG Media is a data-driven real estate media firm specializing in **Visual Demand Generation**. By combining architectural-grade photography, internal editing teams, and conversion-focused assets (Floor Plans, Video), the company engineers listings to outperform national and local market averages.

Headquartered in **Columbus, Ohio**, JPG Media serves as a strategic partner to high-volume brokerages and teams, providing the operational consistency required to scale.