

Spotlight On: Gino Lista Owner, Photography by Gino

A professional photographer and studio owner for more than three decades, Gino has a long history of providing clients with photography that captures life's most important moments and finds ways to showcase the best a property has to offer.

Bringing Listings to Life

Gino now mainly focuses his talents, as well as his lenses, on residential and commercial properties. He works with sellers' agents across the NEXUS footprint to help them successfully market properties by providing them with high-quality photographs that capture the individuality of each property.

Over the years he has built a reputation as a reliable and trustworthy partner and resource that agents and brokers can turn to for help with arguably the most important component of an MLS listing. He comes prepared to every shoot, not only with all the necessary equipment, but also with the sharp eye of an experienced artist. He also works with real estate professionals and brokerages to create professional business portraits that stand out.

His approach to working with industry professionals is to be a partner and a resource, and a main goal of his is to help his clients become successful, make more sales, and build their businesses. Especially in this unique and fast-moving market, having a reliable and talented photographer as a go-to resource can really make a difference for your buyer or seller – and for your own business.

Capturing NEXUS Moments Since 2017

If you've ever attended a NEXUS function in the last few years, chances are you've met Gino. He has been tapped to attend NEXUS celebrations as not only an affiliate member, but also as the photographer trusted to memorialize important association events such as the Circle of Excellence and Superstar/Superperformer Awards. In fact, in 2018 he was named Affiliate of the Year for his support of NEXUS and its members.

Although the pandemic has pushed pause on in-person events for the last year, like many of us, he is looking forward to resuming working in person with his Affiliate colleagues and NEXUS members-at-large.

Sometimes Less is More

Attention spans these days are limited, and during a market where things are moving more quickly than ever before, it helps to understand that posting more images of a property doesn't necessarily lead to a stronger MLS listing. One important tip that Gino offers is to take a hard look at each property, and balance the number of images you include in a listing to what the home truly needs to showcase. Ask yourself "What kind of coverage does this home really need?" You might find that less is more. Buyers these days don't have to patience – or the desire – to click through multiple images of the same room. Being judicious with your choice of photos can be beneficial and lead to a faster sale. But don't worry, Gino will provide a full variety of photos to choose from.

If you are looking for a reliable photographer who is flexible with scheduling, comes prepared and ready to shoot, and provides quick turnarounds, give Gino a call. And, remember that it's not a bad thing these days to have another resource at your fingertips as a back up plan for when things happen more quickly than expected. You can reach him at 609.605.2225 or by email at photographybygino@yahoo.com.