In a Slower Las Vegas Market, the Agents Still Marketing Hard Are the Ones Getting Noticed — AVIA Media Group

Southern Nevada real estate media company says pulling back on listing presentation as sales decline hands the attention to whoever doesn't.



Las Vegas, Nevada Nov 12, 2026 (Issuewire.com**)** - As Southern Nevada transaction volume falls and agents reassess spending, AVIA Media Group — a veteran-owned Las Vegas real estate media company operating since 2019 — argues that listing marketing is the wrong line item to cut, because most of the competition is cutting it first.

What October looked like

Las Vegas REALTORS® figures released Nov. 6 describe a market where prices are holding and activity is not.

Just 1,895 existing homes, condos and townhomes sold during October. Home sales fell 11.9% year over year and condo and townhome sales dropped 23.6%. Pending sales declined 20.6%, ranking Las Vegas among the steepest drops nationally.

Inventory climbed toward a six-month supply even as new listings tapered. The median existing single-family home price held at $475,000, up 0.1% from a year earlier and still under the $490,000 record set

in May and June. Condos and townhomes slipped to $279,000, down 2.1% year over year.

The reflex, and the opening it creates

Slower transaction volume means thinner income, and thinner income means marketing budgets shrink. Drone work gets cut. Full productions become photography-only orders. Video disappears from the list entirely.

That reflex is understandable. It is also precisely what makes the opposite approach effective right now.

"Marketing has never been about what you spent. It's about what you spent compared to everyone chasing the same buyer," said Aeon Jones, owner and founder of AVIA Media Group. "When a big share of agents in this valley quietly pull back, the price of standing out goes down for everybody who doesn't. You're not spending more to be noticed. You're spending the same amount in a room that got a lot quieter."

The gap widens as the field thins. A listing carrying drone video, twilight exteriors, a floor plan and a branded property site competes well against comparable marketing. Against listings increasingly represented by phone photos and a thin description, it stops looking like a competitor and starts looking like a different class of property.

It changes the listing appointment, not just the listing

The advantage reaches further than any single property.

Sellers facing a slower market are interviewing more agents and pressing harder on what representation actually delivers. The agent who can show a cinematic walkthrough from a comparable home, an aerial sequence from the same neighborhood and a clickable property website is presenting evidence.

The agent describing a marketing plan is offering a promise.

"Every agent in town says the same thing — professional photos, drone, video, social. The seller heard it twice before you walked in," Jones said. "Put a tablet in front of them and let them scroll through your last listing. That's when you stop being candidate number three. And it's how you end up being the agent that neighborhood calls first, because sellers compare notes and they remember whose listings looked like somebody tried."

What comprehensive coverage looks like

AVIA Media Group produces every listing media format in-house — *real estate photography, aerial drone photography and videography, cinematic and social video, twilight photography, virtual staging, digital decluttering, agent headshots, 2D and 3D floor plans, 3D tours, Zillow 3D Home and single property websites.*

Comprehensive packages include the Total Marketing Kit, which produces a branded and unbranded property website, reel videos, social media graphics, teaser videos, 15 flyer design templates, traffic reports and a lead generation system automatically from each shoot. The practical result is complete marketing in distribution during a listing's opening days rather than assembled over the following month.

Photos are delivered the next day on every shoot. Aerial work is flown by FAA Part 107 certified pilots

carrying insurance coverage up to $2 million, with airspace authorization handled before the appointment — *necessary across a valley largely covered by controlled airspace tied to Harry Reid International, North Las Vegas and Henderson Executive airports.*

Pricing is published across every package tier, and weather-affected shoots are rescheduled at no charge.

Why the next several weeks matter

Late fall and winter are the strongest stretch of the Southern Nevada year for the two formats that perform best as lead images.

Daylight saving time ended Nov. 1. Sunset now falls in the late afternoon, which converts true twilight photography from an evening operation into a standard appointment. Cooler temperatures simultaneously lift the summer constraints on aerial work — *heat above 110 degrees reduces drone battery performance and shortens safe flight windows — while air clarity typically improves, yielding sharper mountain backdrops and cleaner long-range detail.*

Agents preparing first-quarter listings can capture both now instead of competing for spring availability.

AVIA Media Group serves the greater Las Vegas metropolitan area from Mt. Charleston to Boulder City and out to Pahrump, including Henderson, North Las Vegas, Summerlin, Enterprise, Spring Valley and Mesquite.

Package details are available at https://aviamediagroup.com/#services, recent Southern Nevada work at https://aviamediagroup.com/#portfolio, and shoots can be scheduled at https://aviamediagroup.hd.pics/order.

About AVIA Media Group

AVIA Media Group is a veteran-owned Las Vegas real estate media company serving Southern Nevada Realtors since 2019. Founded by U.S. Air Force veteran Aeon Jones, the company operates as a single-source solution providing real estate photography, aerial drone photography and videography, cinematic and social video, virtual staging, twilight photography, real estate headshots, floor plans, 3D tours, single property websites and its Total Marketing Kit to agents, brokers, investors and property owners throughout Las Vegas, Henderson, North Las Vegas, Summerlin, Mesquite and Clark County.

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