

WHAT DEEDAR WILL DO FOR YOUR LISTING ON THE INTERNET

13 Ways to Get Your Listings Marketed

Any way you slice it, your listings are a #1 concern of yours. How can you be sure, the agent markets your listings effectively and get them noticed?

Follow along as I show you 13 ways to get your listing noticed.

1. We Add tons of professional-quality listing photos.

- Think there can't possibly be 36 different ways to shoot a single house? Think again. Lots of listing photos is one of the top reasons why people spend more time looking at listings. Buyers want to know what a house looks like from all angles, with as many photos as possible. So, we add as many photos as possible. Also we make sure to name your photos with appropriate descriptions rather than just what your camera named them. Which sounds better to you: IMG_0234.jpg or Master Bedroom - Cynthia Cres?

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Click thumbnails to enlarge.

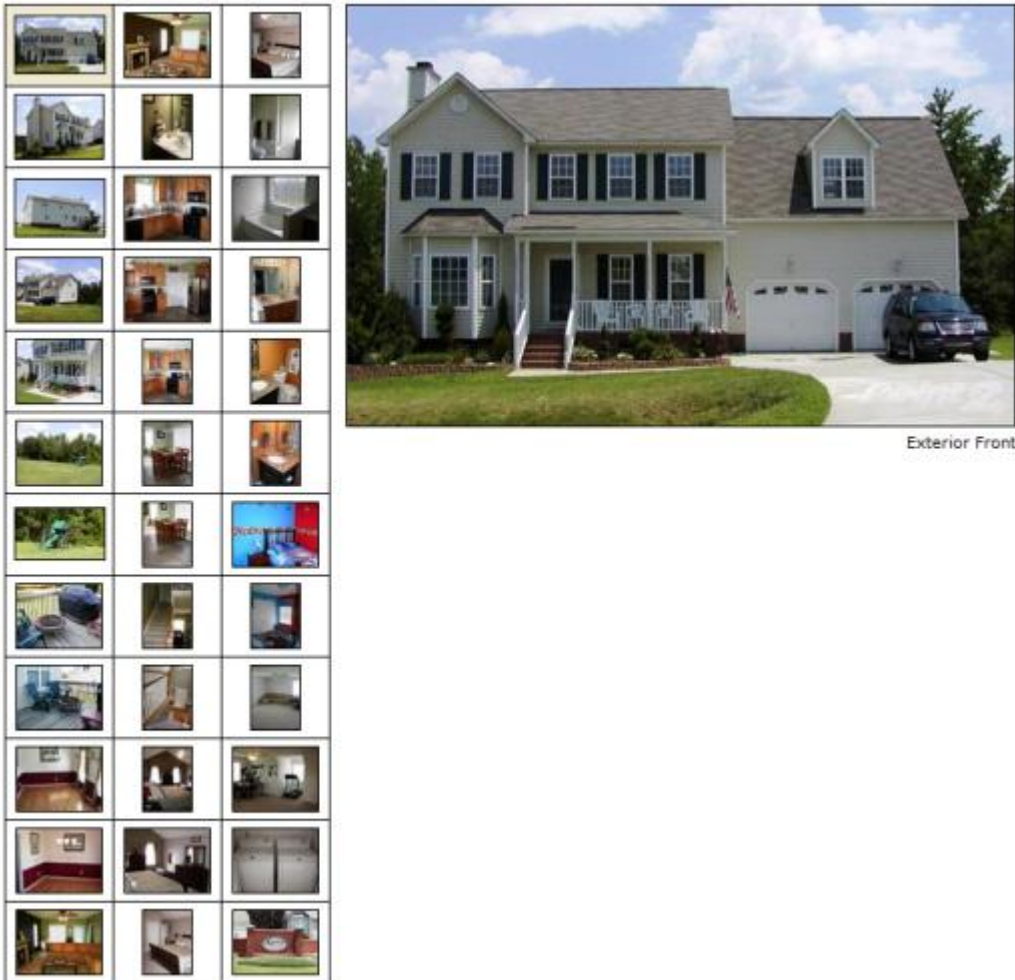


Fig 1. No shortage of listing photos here!

2. Provide an audio description.

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Jack up the snazz-factor of your listings with a voice-over for your listings using the Audio Description Attachment feature.

3. Create a detailed description of your listing.

One of my biggest pet peeves is when there is no description included with a listing. If your listing is created without a description, your website automatically generates a bland description based on the price and location you've entered for the listing. It ends up reading "House for sale in 'neighborhood' for '\$ price'." How lame is that?? Anyone that sees this listing will have no idea about it because agents have failed to describe it. We don't just give a boring description of your listing, but craft your words carefully and be as descriptive as possible. There's really no excuse to leave this area blank, especially when we can add up to 2000 characters of your own awesome description.

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Details

Address: 7309 Messenger Drive **Type:** Residential **Style:** Single Story **Bedrooms:** 3 "Possible 4th BR in Bonus"
Bathrooms: 2 "2 Full and 1 Half" **Garage:** 2, Attached "Large Garage" **Size:** 2,290 sq. ft. **Lot Type:** Rectangular
Lot Size: 0.7 acres 104ft x 282ft "104X282X105X282" **Year Built:** 2006 "Move-in condition"
Taxes: \$1,154.00 USD (2009) **MLS**

Description

Better than new, lots of upgrades. Kitchen has upgraded Granite Countertops, Tile back splash, and Tile Kitchen Floors. Owners have upgraded all appliances which includes Self-Cleaning Electric Range, under the counter microwave, and upgraded dish washer. Stainless side by side refrigerator is negotiable with a good offer. Kitchen includes breakfast area with upgraded hanging light. The whole house has upgraded lighting and ceiling fans. Second Floor Washer and Dryer are negotiable with a good offer. Large front porch with low maintenance concrete flooring. The Master Suite has cathedral ceilings which a large Master Bedroom. The Master Bath has double vanity, large garden tub with separate shower, and walk-in closet from the bathroom. Family Room has FP with marble accents and upgraded ceiling fan. An outside deck leads from the family room overlooking a large backyard for entertaining your guest. Play set conveys with property. Upstairs there's a large Bonus Room that can be used as a 4th bedroom. Lots of storage space with large linen closet on second floor. And finally, a large 2-car garage for your vehicles or storage. Home is in move-in condition. Come see today!

Features

Interior Features <ul style="list-style-type: none"> •Fireplace •Cathedral Ceiling •Hardwood Floors 	<ul style="list-style-type: none"> •Air Filter •Ceiling Fan 	<ul style="list-style-type: none"> •Alarm System •Carpeted Floors 	
Exterior Finish <ul style="list-style-type: none"> •Brick 	<ul style="list-style-type: none"> •Vinyl 	Cooling <ul style="list-style-type: none"> •Central Air •Zoned 	
Roof <ul style="list-style-type: none"> •Asphalt Shingles 	Heating <ul style="list-style-type: none"> •Forced Air •Zoned 		
View <ul style="list-style-type: none"> •Woods 	Sewer/Water Systems <ul style="list-style-type: none"> •Public •Septic 		
Appliances <ul style="list-style-type: none"> •Refrigerator •Dishwasher •Washer/Dryer Hookup 	<ul style="list-style-type: none"> •Washer •Microwave 	<ul style="list-style-type: none"> •Dryer •Oven Range 	
Lot Features <ul style="list-style-type: none"> •Deck •Lawn 			<ul style="list-style-type: none"> •Front Porch •Landscaped
Extra Features <ul style="list-style-type: none"> •Cable Available 			<ul style="list-style-type: none"> •Garage Door Opener •Storage

Fig 2. Now that's a detailed Description - and tons of Features too!

4. We Select all the listing's features.

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We use the checkboxes to describe your listing features such as exterior finish, interior features, appliances, heating, cooling, water/sewer system, views, and much more. Check all that apply, there is no limit. The more information about the features you can share with your potential buyers, the better chance they have at seeing what it is you are offering.

5. We Include a price highlight.

This may seem unnecessary or pointless but adding a price highlight can grab the attention of those browsing your site or one of the many syndication sites. If your listing is priced below assessed value, has had a price reduction, or is of great value in the area, you can use the Price Highlight field to state something to that effect. (See Fig 4. d)

6. Say something with a general highlight.

We use the General Highlight field of your listing to say something catchy and attention-grabbing about this listing. It takes three seconds or less to type something in, and maybe just a bit longer to come up with what you'll say. It's worth the minimum investment of time if it means attracting more buyers to view the listing. (See Fig 4. c)

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The screenshot shows a real estate listing page for a property in Port Credit, Ontario. The page features a navigation bar with 'Details' and 'Photo Gallery' tabs. The main content area includes a 'Quick Links' sidebar with options like 'Virtual Tour', 'Request More Info', 'Mortgage Calculator', 'Email Listing', and 'Schedule A Showing'. A central image shows a modern high-rise building. To the right, there is a 'Details' section with the listing price 'MLS® \$619,990', the brokerage 'RE/MAX Performance Realty Inc., Brokerage', and the agent's profile 'Deedar Gatehorde P Eng, MBA, Broker'. Below the image, there are callouts: 'A' points to the 'Virtual Tour' link, 'B' points to the 'View Listing Brochure' link, 'C' points to the 'More Photos' link, and 'D' points to the 'RE/MAX Performance Realty Inc., Brokerage' text. The 'Details' section includes information such as 'Type: Condominium', 'Style: Development Level: Built', 'Bedrooms: 2 "+ Den"', 'Bathrooms: 2 "2x4"', 'Size: 1,324 sq. ft.', 'Condo Fees: \$673.38', and 'MLS®: w2217602'. The 'Description' section provides a detailed overview of the property's features and location.

7. Create and customize a Virtual Tour.

Virtual tours give your listing visitors something additional to look at about your listing, presented in a different medium that is enjoyable to watch.

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8. We Share as much information as you can - in bullet form.

The Highlights area of your listing allows you to add bulleted highlight points to the listing, which will appear just below the description you've already crafted per the guidelines above. These highlights can be up to 200 characters each and you can add quite a few. Some suggestions for what to include as highlights:

- Is the home newly built? Describe the builder and the community plan.
- Elaborate on any special architectural features.
- Mention the landscape or outdoor areas.
- Are any of the appliances noteworthy? Brand new? Gourmet?
- Describe any details about the garage/workshop.
- Is there a dog run? Outbuildings? Unique features? Recent upgrades?

9. Give a room-by-room information 'tour'.

If you haven't already noticed a recurring theme here, I'll spell it out for you. People looking at your listings want information. Lots of it. If you give them what they are looking for, they'll be happy, and you'll be the hero. When they are satisfied with the information they find with your listings they'll be more likely to contact you when they are ready to take a look in person. Using the Rooms tab while creating your listing will allow you to provide details about what each room offers such as the location in the house, flooring, dimensions, and an additional description. You can even choose which photos you want to be displayed for that room when it is viewed.

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Home > Listings > United States > North Carolina > Wake County > Willow Springs

Details Photo Gallery View Rooms

Legacy at Forty Two (Willow Springs, North Carolina, US - 27592) MLS #: \$208,000 USD *Reduced!*

Quick Links

- [Virtual Tour](#)
- [Request More Info](#)
- [Mortgage Calculator](#)
- [Email Listing](#)
- [Schedule a Showing](#)
- [Save Listing](#)

Attachments

- [View Listing Brochure](#)

Main Floor

Half Bathroom - Hardwood	Breakfast Room (Upgraded light, upgraded ceramic tile floors, window blinds) 8ft x 7ft - Ceramic Tile
Dining Room (Hardwood Floors, chair rail, crown molding, window treatment conveys, upgrade chandelier) 10ft x 12ft - Hardwood	Family Room (Upgraded ceiling fan (conveys), carpet, wood burning fireplace, Large Bay Window, entry door leads to the deck) 13ft x 27ft - Carpet
Foyer/Hall (Hardwoods) 7ft x 13ft x 12ft - Hardwood	Kitchen (Granite countertops, Ceramic Tile Floor, Tile Back Splash, Upgraded appliances, upgraded lights) 11ft x 15ft x 9ft - Ceramic Tile

Upper Floor(s)

Master Bedroom (Cathedral ceilings, ceiling fan) 13ft x 17ft x 12ft - Carpet	Regular Bedroom 10ft x 11ft x 9ft - Carpet
Regular Bedroom 10ft x 10ft x 9ft - Carpet	En Suite Bathroom (Garden tub, separate shower, dual vanity, walk-in closet) 9ft x 13ft x 9ft - Linoleum
Full Bathroom (Granite top vanity, full shower/tub) 5ft x 8ft x 9ft	Utility Room (Washer and Dryer conveys with good offer) 3ft x 6ft x 9ft

Fig 4. Provide photos, descriptions and details about every room.

10. Attach files that may be of use to your buyers.

In some cases you may want to include additional marketing material or information that is pertinent to a listing such as marketing information about the planned community development the listing is part of, floor plans, and more.

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11. Your listing in a pretty little package.

We create a professional quality listing brochure and attach it to internet listing (see Fig 4. b). Our listing brochures are a million times nicer than a print out from most MLS's. I'm not just saying this to promote internet listing brochures, but as a potential home buyer myself, It is incredibly annoying to find tiny black and white images on a single sheet printout from the MLS. I know it's not just me who thinks this way either. A listing brochure can be edited to include specific pages or the entire wealth of listing information already added.

12. Send buyers to your listing.

Provide targeted traffic directly to your listings with an easy-to-advertise single property website. We will register a specific domain name and point it to your listing, or create a third-level domain alias. We will use this website address on your sign riders, within any print ads, or in any place where we will advertise your listing.

13. We will send your listing on a trip - everywhere.

Advertise your listings in as many places as possible on the web. Sure, you could do it manually, entering your listings at over 30 different online marketplace websites. Or, you could just use the listing syndication service provided through Point2's Exposure Engine. Using syndication from Point2 gets your listing on over 35 highly-trafficked consumer search sites, ending up on over 300 destinations.

WHAT DEEDAR WILL DO FOR YOUR LISTING ON THE INTERNET



Fig 5. Your Listing - Everywhere!

14. Here's a bonus tip for you all, just for listening so well.

When you've sold your listing, it will be then updated to all the syndication sites, and visitors who are on your site will be frustrated when they find out that the listing they fell in love with was sold three weeks ago.

So, there you have it. A list of the ways to getting your listings noticed! Ask others if they do the same??