

## Digital Marketing for Sellers

Your real estate agent will have a digital marketing plan for selling your home. It's never been easier or more inexpensive to help out with promoting your property online.

Here are some tips to help you get started driving traffic to your home listing.

### CREATE A WEBSITE

More than any other tool, buyers use the internet to find homes and compare prices, specifications and neighborhoods, among other facts and figures of interest. And the days when you had to be a tech wiz to build a website are long gone.

Many companies that offer site hosting, such as GoDaddy and Wix, offer website builders that use increasingly professional themes that can showcase your home or properties. Hosting is cheap, as are domain names (site names or URLs), and most provide detailed instructions or videos and pre-built pages to guide you.

Information to include on your site: property size, upgrades, number of rooms/



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### REAL ESTATE 101

#### How to Sell Your Home Online

If you're selling your house without an agent, a website is crucial to finding potential buyers. Even with the assistance of an agent, promoting your home online is a powerful marketing tool that every seller should consider. Redfin offers more tips and techniques for online marketing at <https://bit.ly/2M5OQJH>.

bathrooms, price. Also use clear, well-staged photographs and a video if you're feeling super creative. If you're renting, you'll want to include terms and conditions, credit requirements, payment methods and pet policies.

### SOCIAL MEDIA

Think of your website as

your business card. Nobody will see it if you don't give it away. Use social media platforms — Facebook, Twitter, Instagram and Pinterest — to share information about your property and links to your site.

If you want to go beyond free promotion, consider paying for digital ads through

Google and Facebook. Google Ads will likely appear in searches by almost anyone seeking a home or property in a certain area.

### PHOTOS AND VIDEOS

Unless you're an excellent photographer with professional camera equipment, don't skimp on photos. Look

at other listings on real estate websites to get an idea of what you'd like to achieve. If your agent isn't planning to hire a pro, you should consider footing the bill yourself for high-quality photos you can use across all media.

Video tours of homes can be extremely attractive to potential buyers or renters, who spend a lot of time flipping through websites and photos. A video walk-through of your home and its surroundings will encourage potential buyers with a great interest to schedule an in-person tour. You can also spread your video through social media and your website, attracting even more attention.

Whether you shoot photos or a video, or both, don't focus exclusively on the interior of your home and property. Photographs or a video tour of the outdoors, even the neighborhood, can pay big dividends.

Spend extra time on any amenities, such as a beautiful garden, pool or outdoor kitchen.

Taking advantage of all these techniques and tips won't guarantee a sale, but you'll ensure you've done everything possible to promote your property to the widest possible audience and attract potential buyers.



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Information to include on your site: property size, upgrades, number of rooms/bathrooms, price. Also use clear, well-staged photographs and a video if you're

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### HOMEWISE GLOSSARY

**MLS (Multiple Listing Service):** MLS is composed of hundreds of database computer systems located throughout the nation for real estate agents to showcase their available real estate listings that are for sale and for lease. MLS listings in most cities are now available for viewing by the public on MLS.com.

SOURCE: MLS.com

# AD SPACE