

Creating a Standout Listing

In a buyers' market, your listing has to have a look and feel that sparks interest from a potentially overwhelmed purchasing crowd. They've got options, so you need to stand out. But that doesn't mean your listing isn't as important if you're trying to move a property in a sellers' market.

When homes are being quickly snapped up, potential homebuyers rely on the internet more than ever — because a potential sale has to proceed so quickly. Here are a few key tips that will help make your real estate listing stand out.

MAKE IT PERSONAL

A great listing must hit the standard marks: Include all pertinent information about the property and price, along with multiple photographs from both inside and out. But these everyday details should be paired with a bit of emotional appeal. Separating from the pack might come down to creative descriptions,



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REAL ESTATE 101

What Are Multiple Listing Services?

MLSs are private databases that are created, maintained and paid for by real estate professionals to help their clients buy and sell property. To learn more about MLS and how it works, the National Association of Realtors prepared this informative article at bit.ly/3BMUJBS.

a touch of humor or a detail only a local would know about the neighborhood. Homebuyers will remember what you did differently, no matter how many more times they swipe on the real estate site.

BE CREATIVE VISUALLY

Gone are the days when a standard photograph from the front curb is enough to sell a home to discerning buyers. Don't just take a picture in every room, either; take

them from different perspectives, offering your potential buyer a better sense of the space. Don't forget to highlight outdoor living spaces, too — and think of angles that will artfully show off all of the sweat equity you put in to get the landscaping just right. A spacious, welcoming backyard is a huge selling point, whether it's to use for a garden party or for future expansion plans. You might also have to get creative to avoid the small flaws that any lived-

in home acquires over time.

OPEN YOUR HOME

There's no overstating the role that home selling websites play in today's marketplace, but nothing seals the deal like an in-person viewing. At the same time, there are many buyers who won't get serious about any property before they've seen it for themselves. Then there are those who are only just beginning to consider a move and might be trying to get a real-

time feel for what's available in their chosen neighborhood. All of them could end up at your doorstep when you schedule an open house. Keep in mind, however, that an overstuffed schedule might keep some away, so provide more than one opportunity — and at different times of the day. This will help ensure that the largest number of possible buyers can get there. Advertise online, in print and through directional signs that lead new visitors through the area and to your home.

WIDEN YOUR SCOPE

Moving is about more than the building and the lot. It's about everything that's nearby, including schools, churches, stores and parks. HOAs often provide value-added amenities like pools or tennis courts, but are there also nearby public facilities like libraries? Is your neighborhood school highly rated? Is the area's hottest new restaurant within walking distance? Include it all in your home listing, along with other vital statistics about the area. These details give purpose and depth to your listing, setting it apart from those who focus solely on standard information like square footage. It's even more important in a competitive market, where proximity to retail or entertainment districts might help seal the deal.



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HOMEWISSE GLOSSARY

Condominium: Real estate ownership where several owners hold title to different individual units, or parts, of the building and have a shared interest in the common areas.

SOURCE: MLS.com

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