

Make Your Listing Stand Out

By ALEX MASON | Green Shoot Media

When real estate prices are falling, the home buying experience becomes a buyer's market.

To seal the deal, listing agents have to kick it up a notch to turn the home buyer's head.

Creating an effective real estate listing should contain a balance of pertinent property information mixed with a little emotional appeal.

Abundant real estate inventory provides the home buyer with a wide variety of choices.

The aggressive listing agent who wants to get noticed must pull out all the punches for their listings to grab the limelight.

Separating your home from the pack with a creative description and visual aids. These elements will help your home get noticed, and the smart seller will go after as much exposure as he or she can afford.

PHOTOS

The tried and true single-shot photograph taken from the curb may not get you to first base in a competitive housing market.

Today's home buyer is smart and savvy and likes to have all the facts at their fingertips. Be sure to take multiple photos and publish the highlights from every room.

Although the interior of the home is the main event, be sure to get a good photo of the backyard, whether it is landscaped or not. The outdoor living space is key to the buyer's final decision. A spacious yard opens the buyer's mind to possibilities with home expansion, garden parties or a quiet place to retreat.

When photographing the



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Help your home listing stand out from the crowd by including information that sells. Buyers like to see multiple photos, accessible open houses and information about the area.

property, it is essential to omit any flaws or crumbling areas unless the home is advertised as a fixer-upper. They say a picture is worth a thousand words, and you want all that vocabulary to be positive.

OPEN HOUSES

Many times a buyer will have their eye on a property but can't make it to an open house that runs just a few hours on the weekend.

Major real estate companies know the value of holding a couple of open houses during the week to make the showing avail-

able to everyone.

If you plan to include a mid-week evening showing, be sure the electricity is on.

You may have to install some light bulbs or set up your own lighting system for properties that have been empty for a while..

Most importantly, be sure that the indoor and outdoor walkways are nice and bright to avoid a slip-and-fall accident on the property.

Your open house should be advertised in the local newspapers in advance, and be sure to use plenty of arrow signs to guide the buying traffic in from

the main intersection.

RESOURCES

In most cases, your home buyer will already be living in the area where he or she wishes to purchase.

Newspaper advertising is excellent, and the aggressive agent may wish to supplement print ads by listing online.

Real estate websites, whether your own or renting a space on a national site, are becoming popular places for potential buyers to search for their dream house.

Use as many advertising formats as you can afford, both in print and

REAL ESTATE 101

Anatomy of a Great Listing

Find as many potential buyers as possible by including the following in your listing:

- Multiple photos, including interior and backyard shots
- Open house information
- Information about schools and local amenities

online, because you never know where your buyer could come from. No, they are not cheap, but they do have a proven track record to get the properties sold.

INFORMATION SELLS

To attract more attention to your property, buyers like to see vital statistics for the area.

On your website ads, you may opt to include information on the school district and neighborhood amenities such as dining and shopping. In addition, buzz words such as "minutes to the freeway" and "one block from the mall" can make or break your sale.

In a competitive market, your real estate listing has to sell more than just a house. It has to sell a happy lifestyle and fit it to your buyer's dream.



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HOMESWISE GLOSSARY

Listing agreement: a contract between a seller and a real estate professional to market and sell a home. A listing agreement obligates the real estate professional (or his or her agent) to seek qualified buyers, report all purchase offers and help negotiate the highest possible price and most favorable terms for the property seller.

SOURCE: U.S. Department of Housing and Urban Development

AD SPACE