

Get More Buyer Leads from Your Online Listings



Your 6-Step Online Listing Optimization Plan

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Get more buyer leads from your online listings

Top agents know that listings are still the key to generating sales – regardless of national or local economic conditions. Top online marketing agents also know that it's no longer enough to simply place a listing in the MLS and on their company website and let market forces do the rest. It has been proven time and time again that you can **cause a listing to sell by simply doing a few simple things online.**

Each of the 6 steps in this online listing optimization plan will show you the **best methods for generating more buyer inquiries on your listings** based on data culled from the #1 real estate site,¹ REALTOR.com® and the best practices of thousands of top internet marketing agents and brokers.

By implementing these powerful, yet simple methods, you will be able to **increase the amount of clicks and calls you receive** when your listings are promoted on websites across the internet. Each tip alone can provide incremental performance. Combined together, you could see a huge leap in performance.

¹comScore, Media Metrix, December 2010



While each of these tips will undoubtedly help increase the number of calls you receive from buyers, you will also help increase the number of showings with buyers who are already working with other agents. Your ultimate goal is the same – **increase the number of buyers looking at your listings** so you can expedite the closing.

Your 6-Step Online Listing Optimization Plan includes how to:

1. Generate more buyer leads with **Photos**
2. Get more calls with **Persuasive Property Prose**
3. Capture more buyers with **Full Motion Home Tour Videos**
4. Drive more buyers to your **Open House**
5. **Increase Exposure**, increase buyer inquiries
6. Your **social network** is still your #1 profit center



Call 1.877.568.1504 to learn more.

Generate more buyer leads with photos

Taking professional house photos that can impact the sale of a home both on the internet and in print.

Taking great pictures of a house isn't just worth a thousand words as the old saying goes, in this case it will impact thousands of dollars in commissions. Photos may have the greatest impact on the sale of a home. This guide will show you how to take photos that will grab the attention of consumers and/or become better at directing a professional photographer.

Key steps:

- Understanding the impact photos can have on every phase of the home selling and buying process
- Taking pictures that sell
- Bonus tips for generating leads with photos



Understanding the impact photos can have on every phase of the home selling and buying process

- 1. Listing presentation:** One of the most effective techniques for getting a client to sign on the dotted line is to engage them and have them help you choose which features will be most impressive to buyers when photographed.
- 2. Getting the best shots:** Deciding which features need to be photographed and then getting the best angle, lighting and staging are crucial to painting a welcoming picture to buyers.
- 3. Marketing with photos:** Getting the right photos in front of the right buyers both online and in print is crucial to making a sale in today's competitive market.
- 4. Your next client is watching:** Not only are you speaking to buyers who might be interested in the home, the next home seller looking to list with an agent is already judging your marketing skills based on the professionalism of your photo marketing.



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Taking pictures that sell

1. Make a shot list of a property's most important attributes

- Rooms and areas (bedrooms, living room, kitchen, baths, backyard, etc.)
- Key selling features (hardwood floors, granite countertops, swimming pool, etc.)
- Lifestyle (tree lined street, park, etc.)

2. Clean and de-clutter (make sure that the homeowners have prepared their home for the “scheduled” shoot)

- All desks and counters need to have clutter put away, including coffee pots and toasters, etc. to help make every work area appear spacious
- Beds and living areas should be made to look model home perfect
- Accessorize with flowers and throw pillows to add some style
- Scrub all floors and bathrooms until they shine
- Touch up any paint blemishes
- Make sure yard is well manicured

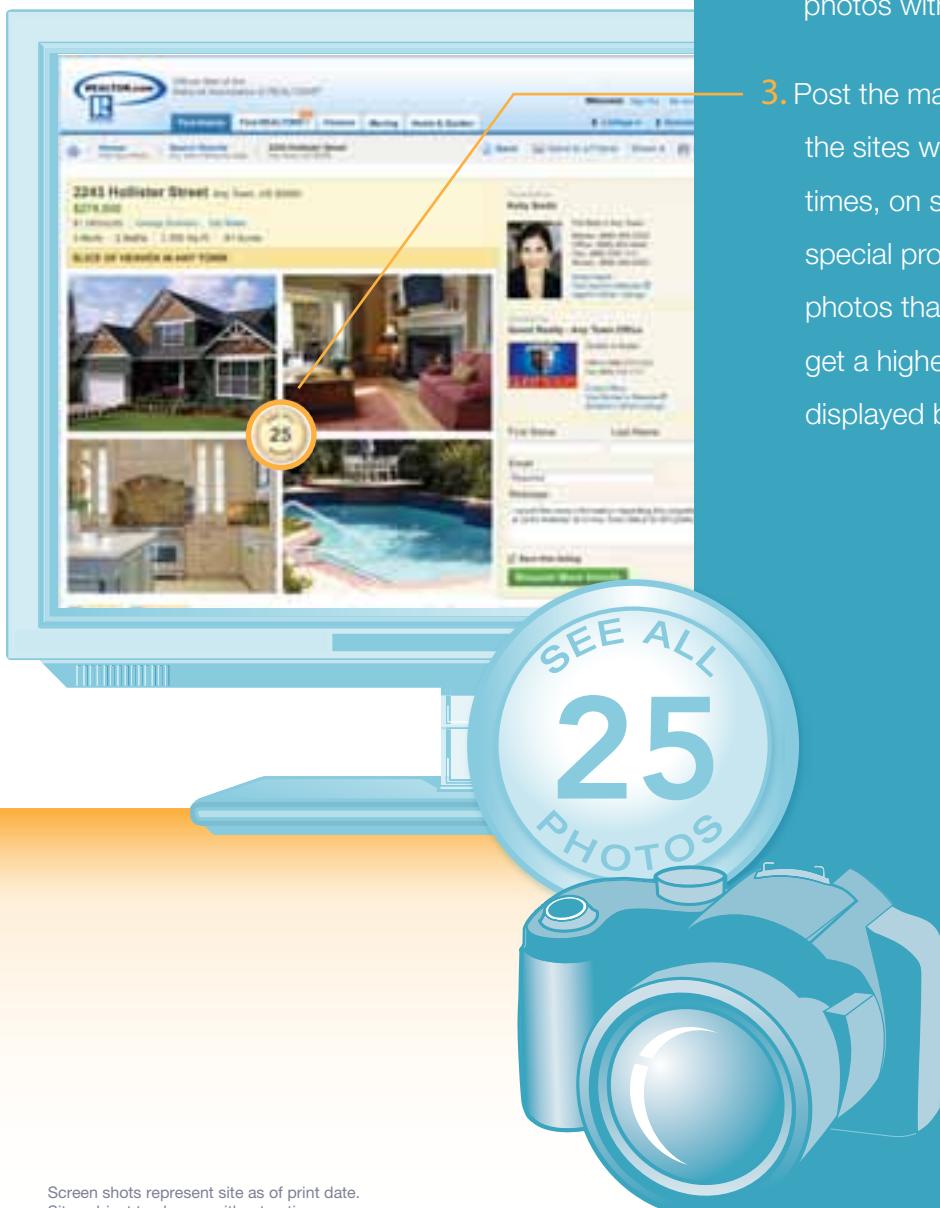
3. Taking the picture

- Schedule the shoot for the morning or late afternoon, a time when more light is entering the home
- Open all drapes and blinds and turn on all lights
- Avoid using your camera’s flash
- Find a spot that provides the most expansive view of the room and use the widest angle lens or setting (consider purchasing a wide angle adapter for compact digital cameras)
- Shoot from different vantage points around the room and select the best shot later
- Don’t just stand there, make your images look professional by changing the view (get low to the floor, stand on a chair or rearrange furniture to make things appear more spacious and inviting)



Tips for generating internet leads with photos:

1. When marketing a home on REALTOR.com®, your MLS or in flyers, your star image doesn't always need to be the exterior front of the home. If there is some room or area that is more visually arresting, use it to stand out from all of the other homes for sale in the area.
2. Keep your listings fresh online by changing the photos with the seasons.
3. Post the maximum number of photos allowed on the sites where you market your listings. Often times, on sites such as REALTOR.com®, there are special programs that enable you to post more photos than your MLS allows. Those listings will get a higher priority in the search process and get displayed before other listings.



Screen shots represent site as of print date.
Site subject to change without notice.

Get more calls with Persuasive Property Prose

How often do you come across a listing online that has nothing but the short abbreviated characters that were typed into the MLS? Chances are, more often than not. If you were a home seller, would you be disappointed to see your home presented that way, without any effort being given in how your homes attributes are being sold? This is a perfect opportunity to outshine your competitions lack of care in how they are promoting their clients home.

The following will give you [tips for writing a persuasive property description](#) that can be used online, in print, and as voice-over dialogue in a video or virtual tour.



Property descriptions that get the phone to ring should always

1. Give Buyers a reason to day dream:

Paint a picture of what it feels like to not only live in the house, but in the neighborhood.

Try writing a couple of lines for one of your listings.

- Write as if you are taking a customer through the photo gallery of REALTOR.com® describing the most interesting details as though you are with a customer looking online.
- Take a look at the aerial view of the neighborhood on REALTOR.com® and see where the parks and other points of interest are in relation to the property. Use these to sell the location as well as the property.
- Look at the helpful tips at the end of this guide and see how you can get across that which will make someone click or call.

2. Give buyers details and a reason to buy:

Provide details that are important to potential buyers and avoid generic adjectives.

Create a list based on each one of your properties.

- List the top 10 selling features of your listing.
- List the top 10 neighborhood attractions.

3. Give buyers a reason and a way to contact you:

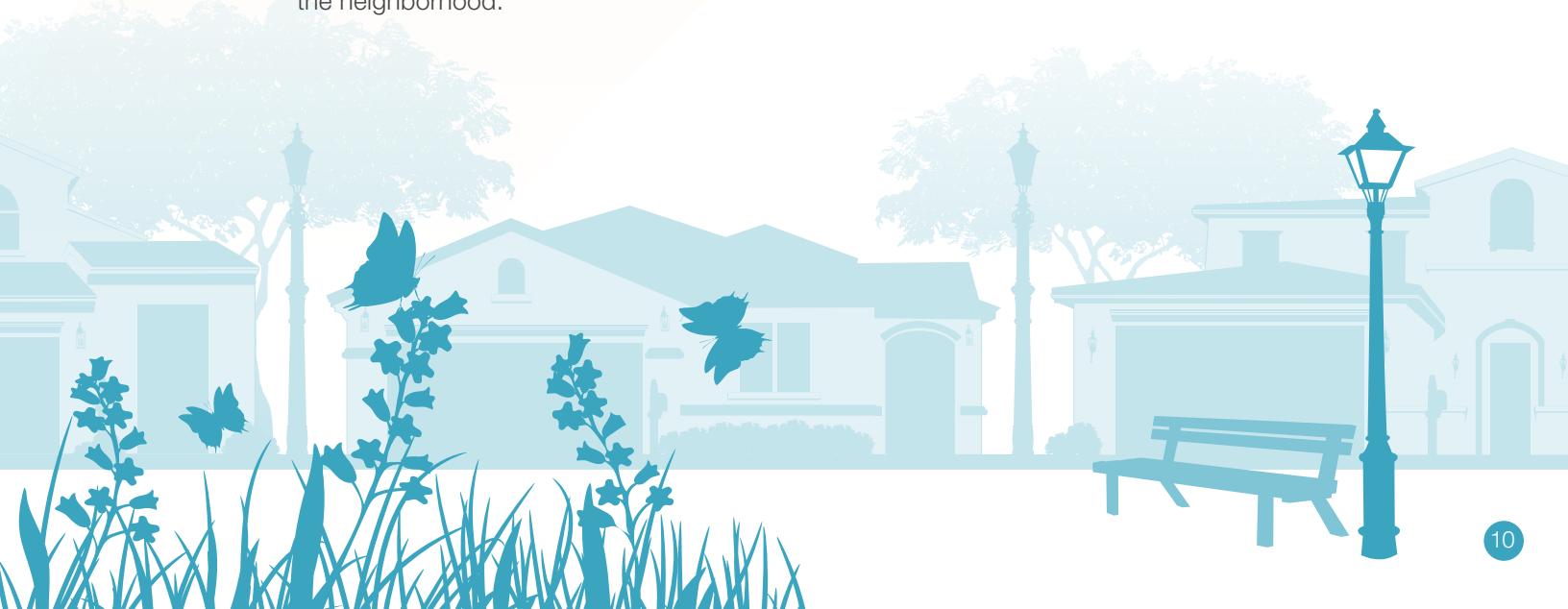
Provide a call-to-action to call you to see this house (or others like it) today!

| Picture yourself getting up in the morning and making breakfast, having friends and family over or taking time to read a good book. **Tell the story of what you see and feel, but don't forget little details that sell the home.**

- **Sample:** Morning sunlight pours through the living room's floor-to-ceiling windows providing a view of a lush tea rose garden. Walk across 100 year old, hand-polished oak hardwood floors to a recently renovated state-of-the-art kitchen. Become the gourmet chef you always dreamed of with stainless steel appliances, black granite counters and a prep island that provides a view to your guests in the living room and a view to keep an eye on the kids playing in the backyard.

| What's it's like to live in the neighborhood - talk about restaurants, parks, yearly events. If attractions are nearby, mention the short distance. Tell the story of why people like to live here – if you run out of ideas, just ask a local home owner why they like to live there.

- | Avoid generic/nothing special adjectives such as great, beautiful, charming.
- | Break the rut of writing abbreviated MLS property descriptions.
- | Get inspiration by visiting a home builder website to see how they wrote about a planned community.
- | Start by interviewing the home seller on why they loved their home and the neighborhood.



b o n u s t i p

REALTOR.com® enables you to display custom property descriptions to a large audience, including your phone number and multiple points of contact. Make sure to highlight specific features about both the home and the neighborhood to engage potential buyers.

Official Site of the National Association of REALTORS®

Welcome! Sign Out My Account

Properties | Listings | Searches

Save | Send to a Friend | Share | Print

2243 Hollister Street Any Town, US 00000
\$279,500

31 Months | Change Scenario | Get Rates

3 Beds • 2 Baths • 1,785 Sq Ft • 0.1 Acres

SLICE OF HEAVEN IN ANY TOWN

25 days ago

Save Listing | Print Brochure

Open House Details

This Saturday 5 March 5, 1pm to 4pm [See Details](#)

This Sunday 6 March 6, 1pm to 4pm [See Details](#)

Overview Property History

Property Details

Message from Kelly Smith

This is an unbelievable steal. Do not miss our open house this weekend. Call (800) 555-3333 and ask for Kelly. Majestic mountain views. Beautiful golf course within walking distance.

Located along two fairways of the world-famous Any Town golf course, the property provides extraordinary views and a luxurious lifestyle. The two-story residence has 3 bedrooms, 2 baths and 2-car garage. Home has been highly upgraded, without regard to cost in a tasteful manner. Home interior has marble entryway and wood floors, remodeled kitchen and bathrooms as well as 2 cozy fireplaces. Immaculate landscaping. This is a turnkey family dream.

415 BRACHEN Drive
Any Town
\$466,250
3 Bed, 3.5 Bath, 2,600 Sq Ft

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Capture more buyers with full-motion home tour videos

Today's home buyers want more in-depth information when searching for homes

– it's the reason most buyers search online. They know they can get more pictures, neighborhood information and now even videos. Videos do something that virtual tours can't – give you a feel of what it's like to walk through a home. Best of all is that you don't have to be a professional filmmaker and you don't have to spend a fortune.

This special guide will help you create a professional full-motion home tour video.



Why are full-motion home tour videos so crucial to your real estate business?

- Close to 175 million Americans (more than half the U.S. population) watch videos online each month.¹
- Americans watch over 30 billion videos online each month.²
- 70% of home sellers indicated that they would be more likely to list their home with an agent who offered a full-motion video home tour.³
- Currently, less than 1% of agents in America offer full motion video home tours.
- Video elevates your professional standing and demonstrates a greater “perceived” marketing ability.
- The competitive advantage for agents who offer video is astronomical due to the lack of adoption by 99% of REALTORS®.

¹comScore Media Metrix, December 2010

²comScore Video Metrix, September 2010

³National Association of REALTORS® Profile of Buyers and Sellers, 2008, Special REALTOR.com® addendum question.

Call 1.877.568.1504 to learn more.



How to shoot a full-motion home tour video:

1. Make a shot list of a property's most important attributes.

2. Clean and de-clutter (make sure that the homeowners have prepared their home for the “scheduled” shoot).

3. Shooting the video:

- Schedule the shoot for the morning or late afternoon, a time when more light is entering the home.
- Open all drapes and blinds and turn on all lights.
- Avoid stationary “pan” shots that emulate the feel of a virtual tour.
- Give the viewer the feel of what it’s like to walk through the home. Steady the camera by placing it on a “closed” tri-pod. Hold the tri-pod just underneath the camera. Hold it loosely so that it dangles freely in your hand. Now you can shoot steadier handheld shots.
- Shoot from different vantage points around the room and select the best shot later.
- Make your images look professional by changing the view (get low to the floor, stand on a chair or move furniture around to make things interesting).

4. Step-by-step instruction:

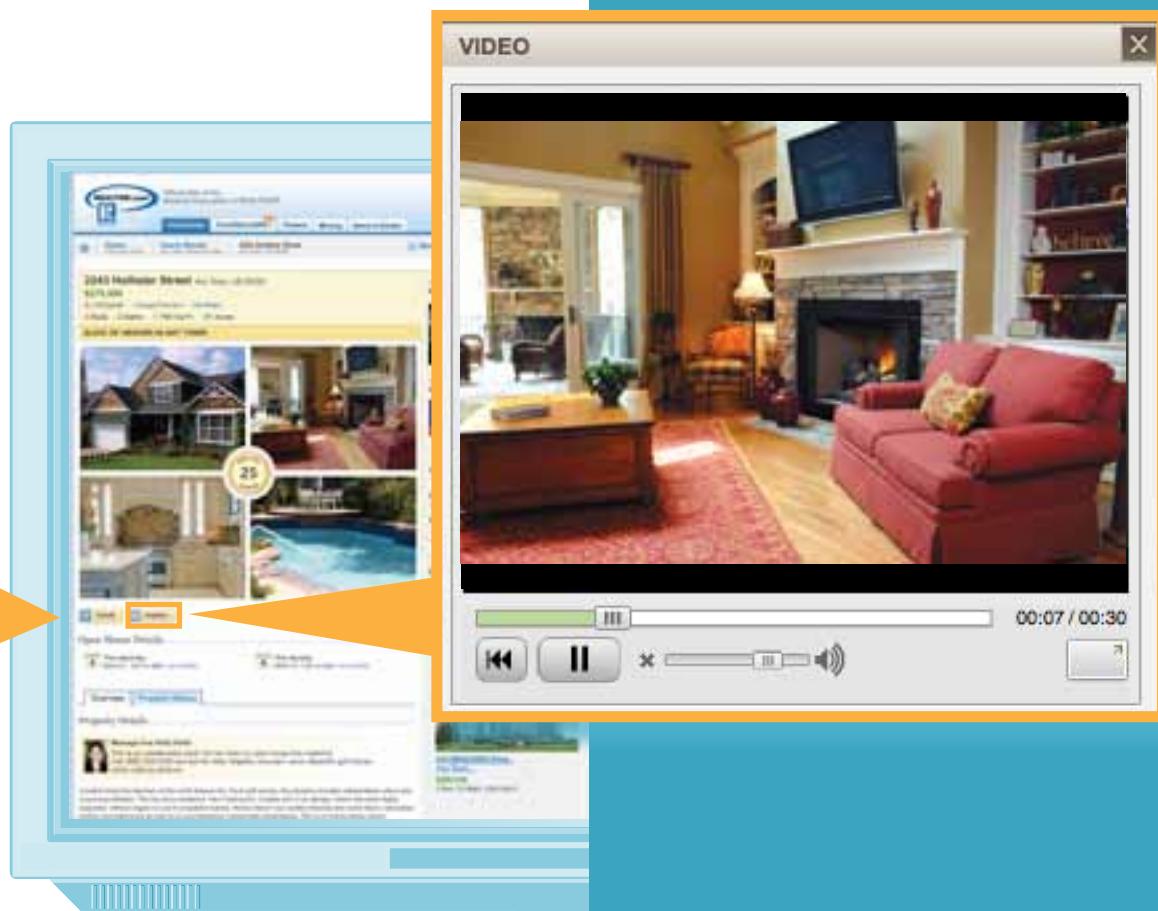
Need additional help in shooting your own full motion home tour videos? Go to www.realtor.com/freetraining to watch our FREE, “How To” video.



b o n u s t i p s

Americans watch over **30 billion** videos online each month.¹

1. Your videos don't have to just be seen on REALTOR.com®. You can also entice buyers to contact you by promoting your videos on your yard sign flyers.
2. You're providing a unique service. You will stand out from the competition and impress home sellers looking to work with the most innovative agents.
3. REALTOR.com® also has a special program enabling you to display your listing videos to a large audience of buyers and sellers.



¹comScore Video Metrix, September 2010

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Getting online home buyers to your Open House

More consumers are now searching online for homes and open houses. That's why it's more important to optimize your listings and your Open House promotions in the places where more consumers are looking.

Use this step-by-step guide to promote Open Houses on REALTOR.com®. How your listing is presented online will determine the success rate of your Open House. Everywhere you promote an Open House, make sure your listing:

- Includes the maximum number of photos – the more photos you have, the more likely they see a feature of the home that entices them to make the visit.
- Paint a picture – provide as much descriptive copy as possible. They'll be more likely to attend the open house after you've described the "view" or the "nearby park."
- Include a full-motion home tour video and/or virtual tour to give buyers a taste of what it will be like to walk through the home in-person.

Track the success of your advertising and secure more buyer leads:

On the actual day of your Open House, you can track your return on your advertising immediately when you have a sign-in sheet that asks "How did you hear about this Open House?" A sign-in sheet is a great tool to follow-up with guests and to gauge marketing effectiveness.

Use the **FREE sign-in sheet** available in the back of this guide to track how every visitor learned about your open house.



Call 1.877.568.1504 to learn more.

b o n u s t i p s

1. REALTOR.com® also promotes Open Houses to the largest audience of buyers online.
2. Buyers find their agents through Open Houses.
3. Post your Open House on Facebook®.

3 Bed | 2.5 Bath

3 Bed | 3 Bath

299 listings found Any Town, US Real Estate

Show Map

Sort by Photo Count high to low ▾

2243 Hollister St Any Town, USA 00000

Silver Creek Valley Country Club, Gated Community

\$279,500

3 Bed, 2 Bath | 1,785 Sq Ft | 0.04 Acre Lot

Single Family Home
New Construction | Open House - Any Town

Open House: on Sun 7/26, 1 PM - 4 PM

Located along tee fairways of the world-famous Any Town golf course... more

25 Active

QUEST REALTY

Save Listing

998 Pleasant View Any Town, USA 00000

More info! Call Quest Realty at 888-555-3333

\$329,300

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Your social network is still your #1 profit center

The latest National Association of REALTORS® consumer study reveals that

64% of transactions are conducted through social networks.¹ Therefore, almost two-thirds of real estate purchases are through someone who knew the REALTOR® or through a referral. Now that these social networks are expanding from clubs, political organizations, and school activities to online social networks, you and your listings need to be there as well!

Why are online social networks crucial to your business?

- Almost 90% of consumers use the internet to search for a home.¹
- Over 91% of Americans are active on social networking sites.²
- 73% of the online population are active on Facebook®, the #1 social networking site.²
- Facebook® has the highest average time spent using per visitor at over 5 hours.²

¹National Association of REALTORS®, *Profile of Home Buyers and Sellers*, 2010.

²comScore Media Metrix, December 2010.

Call 1.877.568.1504 to learn more.

b o n u s t i p s



Tips for promoting your listings to social networks:

1. Set up an account on free sites such as Facebook® and LinkedIn and don't forget to remain active with it. As the old saying goes, out of sight, out of mind.
2. Log-in a few times a week to check in. Staying active is important as you never know when someone in your network is thinking of real estate or someone might refer someone to you.
3. Provide up to date information about market conditions and things of value about the local community and stay in-touch with your network just as you would a friend with personal notes.
4. Never spam your network with listings: one of the biggest mistakes agents make is promoting their listings on their profile wall everyday so that their listings appear to their entire network in the area where comments appear. For the majority of your network who are not currently active in real estate, this can be an annoyance.
5. To avoid spamming social networks, top agents are now developing and managing "business pages" on Facebook®. Simply post a link to your listings on your profile in a way that does not spam your network. **REALTOR.com® offers a free Facebook® application that will promote your entire listing inventory in an unobtrusive manner on your Facebook® business page.**

Increase exposure, increase buyer inquiries

If your listings aren't being seen they aren't being sold.

Don't limit who sees your listings. Remember even if the same people see your listings on multiple sites, you are building name recognition with buyers during their research stage. However, more than likely most of the sites you advertise on will not have a large amount of overlap since many consumers prefer to stick with one major site for their property search.

The key to getting calls coming in will always be based on the number of times your listings are seen online. Getting those numbers up on as many sites as possible will be crucial. Choose the sites with the most traffic.



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Site subject to change without notice.

b o n u s t i p

Be seen before all other listings in your local market.

REALTOR.com® is not only the most trafficked real estate site,¹ it also has special programs designed to direct buyers to your listings so that they lead to calls and emails to you.

Want your listings to be seen before all others in your local market? Ask us about featuring your home in a position that can help boost your consumer traffic and increase buyer inquiries.

The screenshot shows the REALTOR.com website interface. At the top, there's a navigation bar with links like "Homes", "For Sale", "For Rent", "Search Results", "My Listings", "Home & Decor", "Log In", and "Sign Up". Below the navigation, there's a search bar with placeholder text "Any Town, USA" and a "Search" button. To the left, there's a sidebar with categories like "Homes for Sale", "Single Family Home", "Condo/Coop/Condominium", "Multi-Family Home", "Mobile Home", "Land", and a "Save Search" button. The main content area is titled "Featured Homes" and displays four house listings:

- Newly Listed:** Any Town, USA, \$500,000, 3 Bed | 2.5 Bath
- Great View:** Any Town, USA, \$650,250, 3 Bed | 3 Bath
- Any Town, USA, \$390,000, 2 Bed | 1.5 Bath** (This listing is highlighted with an orange box)
- Any Town, USA, \$470,000, 3 Bed | 2.5 Bath**

Below the featured homes, there's a summary: "299 listings found" and "Sort by: Photo - Count high to low".

¹comScore, Media Metrix, December 2010

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Call 1.877.568.1504 to learn more.

Please sign in

How did you hear about this open house?

□ Internet

- REALTOR.com®
 Google
 Yahoo
 Other _____

□ Word of Mouth

- My agent
 Friend / family

□ Print Publication

- Newspaper
 Other _____

□ Just Drove By

Do you already have an agent?

- Yes
 No

If not, please tell me what you're looking for:

Are you selling a home?

- Yes
 No

If so, please describe your property:

Would you like a free report of local home values emailed to you? (We do not share your information)

- Yes
 No

Name _____

Email _____

Phone _____

Thank you from

