

MLS and Internet Marketing Expectations

95%

of all buyers begin the home search browsing internet photos and marketing remarks.

70%

of the home's market awareness vanishes after the first two weeks listed for sale.

It pays to put your best foot forward, because...

**The purpose of the remarks and photos is
enticing prospective buyers to schedule a showing.**

The REMARKS are AD COPY; and must focus on the three or four features of the home that make it unique and inviting; setting it apart from the competition.

Location, view, quality and livability features aren't usually searchable filters. They're what buyers look for AFTER they've already narrowed the search to price, bed and bath count, size and style.

Apply the Goldilocks rule to these Actual MLS Remarks:

Call Tom Jones at 123-456-7890 for showings, top listing agent in Hometown. Priced to sell fast! 3bd2ba rambler transitional needs TLC great poject for handyman invesotor. Call Tom Jones EZ show LB.

Agent is selling himself first, and the home is an afterthought. Published with misspellings and indecipherable industry jargon.

NOT ENOUGH

Spectacular updated Tivoli with loft overlooking the 9th tee of the golf course! Enjoy your morning coffee on your deck or dining al fresco on your patio! In pristine condition, this magazine-quality home offers an open plan layout with soaring ceilings & gorgeous new bamboo floors. Custom windows, 42" cabinets, pantry, and large master suite with walk-in closet & fabulous spa master bath with jetted tub, dual vanities & shower with bench. Loft is perfect for an office, game room or guest suite. Updates include newer furnace, a/c, water heater, floors, & carpets. Wow, see it soon it won't last.

Highlights the top selling points of location, updates, features and function.

JUST RIGHT

"TLDR"
Too Long,
Didn't Read.

TOO MUCH

Fabulous bi level builder's model home located on a quiet cul-de-sac street in Martin Township within the award winning North Heights school district. Enter into a tiled foyer and walk upstairs to top level. Bright living room with wood burning fireplace, large dining room. Both rooms have beautiful hardwood flooring and decorative wood trim. Wonderful kitchen has parquet wood floor beautiful tile backsplash and updated appliances including Bosch dishwasher and Bosch oven. Hallway to master bedroom and master bathroom with two additional bedrooms and full hall bath. Downstairs to very spacious and bright family room with propane fireplace and walk out to beautiful flat backyard. Separate laundry room also opens to beautiful backyard. 1/2 bath and office. Garage was converted by builder and used as his office. Covered garage offers additional large finished space plus additional finished area perfect for a multi person office, workout room or space of your choice. Gorgeous large flat backyard with brick patio and wood fencing along two sides. Covered carport with large enclosed shed big enough to hold lawn mower, and snow blower plus more. Attic has been insulated with GE utility shield. This is a NASA type insulation that is amongst the best available insulation.

Snapshots vs Professional Marketing Photos

Photos are published to the MLS and across the internet to highlight the home's selling features, and should bring them the same focus detailed in the marketing remarks.



The snapshot above taken in dreary weather includes trash cans, the owner's personal decorations, a neighborhood watch poster, and landscape pavers askew. The lack of light washes out the colors, making the property overall look dim, cold and uninviting.



The professional photographer showcases a blue sky and the whole building, and by altering the vantage point includes the well-tended planting bed and walkway around back. The lot and home both look larger, and the photo highlights the curb appeal, making the property more impressive and inviting.

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The close-up shot of the one-car garage highlights the staining on the stucco siding, the grime on the basketball backboard, and sagging gutters. It also contrasts poorly next to the larger, sturdier garage at the adjoining property.



The longer view of the garage not only minimizes any condition issues related to this older amenity, but also features the very attractive appeal of a large, sunny, flat back yard.

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This is a picture of a jumble of random furniture. It lacks focus on any of the room's features or details. The lighting is unbalanced, the windows are disguised as blobs of glare, and the colors are washed out.



Here the vantage and light balance of the photo makes a world of difference, bringing the picture window, fireplace, and decorative millwork into distinct view. Notice how changing the angle of the photo toward the ceiling minimizes the focus on the furniture and expands the perceived size of the room.

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This is a picture of stored items awaiting a garage sale.



Aside from staging the space to bring focus to the room's distinctive details, notice how the photo makes the room look bigger by framing the shot to exclude the wall to the left, and showing more of the ceiling. Proper lighting corrects the color palette, and opening the louvers highlights the jalousie windows.

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Rather than selling the home, this photo highlights a cluttered sideboard, and the focus of the picture is the dreary old tablecloth.



Removing the tablecloth and shifting the vantage and angle enhance the overall appeal of the room, while expanding the table makes the room even bigger. Clearing away the personal items from the sideboards shifts the focus to the intricate trim details in the windows and doors.

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This room is a mystery. What is it used for? What's in the adjoining room? The old table is dominating the foreground of the frame. Is it included in the sale?



Staging a room is as simple as removing the random furniture stored there and positioning a single piece suggesting the room's purpose. Closing the doors to the enclosed porch highlights their unique and attractive detail. The thoughtfully framed longer view makes the room inviting and bright.

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This “white” kitchen looks dark and small. Like many unprofessional photos, the phone camera is held at eye level.



Taking a step closer to the kitchen, holding the camera at a higher vantage, and lighting the space makes the space bigger, and allows the viewer to see more of the cabinetry and appliances.