6 Steps to Market a Real Estate Listing (and get more leads)

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So, your listing presentation went well and your prospects officially signed a listing agreement?

That's awesome and you should most certainly do a little happy dance in the car.

Not only because you just got a new listings, but also because this one listing can become additional buyers and sellers.

What you do with the listings will determine how much you can snowball this listing into more.

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Make Sure the Home is Ready Before Marketing

If the homes isn't ready to sell it's going to look bad on you when the neighbors come by.

The amount of prep work involved varies widely; some clients have been keeping their home spotless and making the necessary repairs for weeks, while some may be at the starting point.

Sometimes it's difficult, but you'll want to make sure the home is in listing condition before putting forth effort in marketing.

Coming Soon postcards are a great way to generate early interest in the home while you're getting it ready for market. There are templates you can check out at https://wisepelican.com

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Write a Compelling Property Description

While photos are worth a thousand words, a **quality written description** will tell the story of what the photos can't show. For example, sharing if the home was recently renovated, how new the appliances are, and the type of neighborhood the home is in adds more depth to the listing, and **creates a narrative for the prospective buyer. It's also important part of showing your value to your client.**

You'll want to listen to what your client thinks are the highpoints and include these in your description but also put your own twist on it. Stay away from calling out things that apply to most homes in your market like "granite countertops".

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Start with High-Quality Photos

Since the vast majority of prospective buyers will see photos of the home online or in your postcards, you want to make sure that the photos are high-quality, and really highlight the home. If you can afford to hire a professional photographer, this is one instance where the ROI can pay off handsomely if you have the right type of photos.

Depending on where you live, you can find a quality photographer for anywhere between $100-200 for most single family homes. Now, why would you want to use a photographer when your iPhone or high-end smartphone produces high-quality images?

It comes down to two key reasons: wide angle lenses, and color temperatures. A photographer who specializes in real estate has invested in the type of lenses that make rooms and homes seem open and spacious.

Color temperatures matter because photos of a home should be consistent, and your whites should look white, your blues should be blue, etc. While you could adjust the settings on your phone, this can be tedious and take you away from other important marketing tasks. You also just won't end up with the same quality. Not hiring a professional photographer can also hurt your professional appearance with your client.

If you have to take the photos yourself (eek!)

here are some general guidelines to follow to maximize quality:

1. **Take Photos in Landscape Mode Only.** Your phone should never be vertical when taking photos. Landscape photos show more space, and make rooms look bigger
2. **Stick to the Corners of Rooms/Yards:** The key here is making rooms appear as spacious as possible. With the exception of highlighting a specific feature from up-close, photos from the middle of the room will look cramped.
3. **Shoot Photos During The "Golden Hour"** Have you ever noticed how windows look completely whited out when taking interior photos in the middle of the day? In photography, this is referred to as a blown out window, and the best way to avoid blown-out windows is by taking photos during Golden Hour, which is approximately an hour before or after sunset. This is essential if the window of your listing features a nice backyard, golf course view, or anything you want your prospective buyers to see.

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For Sale Sign

The for sale sign represents who you are as an agent as well as letting neighbors and passerbyers know that the home is for sale

For starters, prospective buyers may just pass by the sign while visiting a friend, and even if a passerbyer isn't interested in the home, they might have a friend who would be interested in the home.

The important information should be easy to read from a few feet away: your name, the company name, the status of the home, and your phone number.

Remember that your for sale sign is a reflection on you. For sale signs are a great way to generate new buyer leads so you extra want them to reflect you in a positive light. Toss old ones once they're worn.

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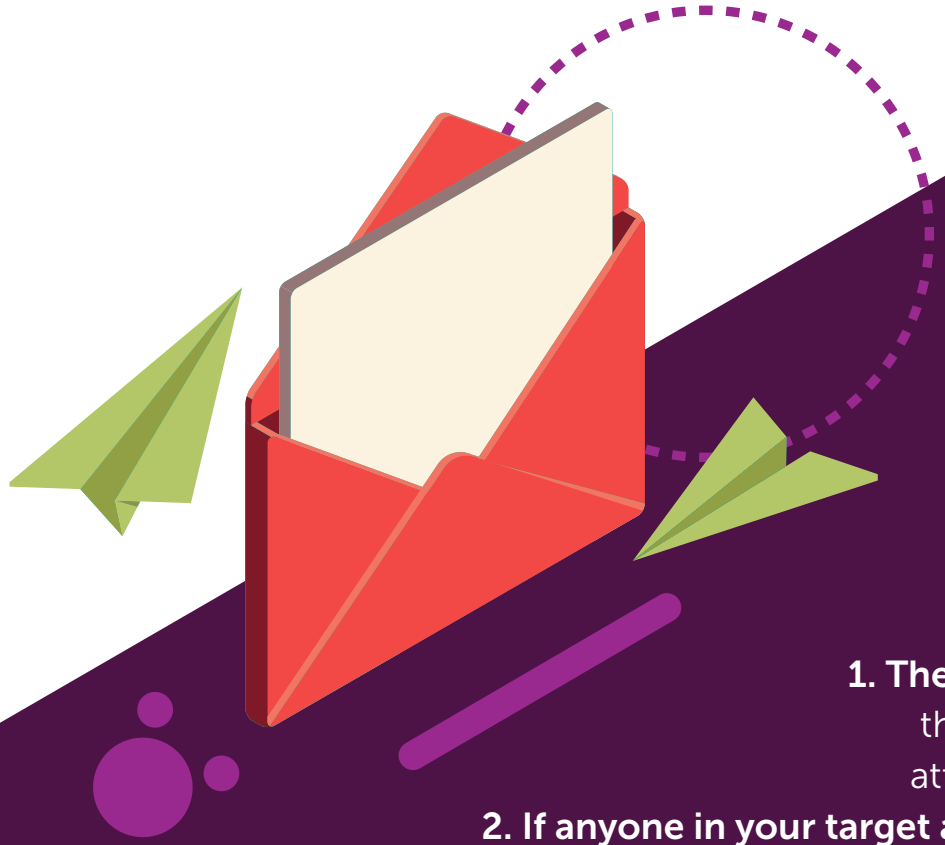
Spread the Word

Once you have the listing and sign posted, it's time to use every resource at your fingertips to let people in your area, as well as your Sphere of Influence, know about your listing.

Facebook, Instagram, Email, and a mass text are all effective ways to spread the word quickly and easily. Don't be shy about sharing your listing; you never know who is in the market for a home, and who can vouch for you more than a friend or family member?

Mailing Postcards

Postcards are not only a great way to spread the word about your listing, it is also ideal for generating leads within your target audience. And it's not just about sending a Coming Soon and a Just Listed update to your real estate farm, you also want to send a postcard when your home goes Under Contract and a "Just Sold"! If holding an Open house, you should mail that as well!



Why so many updates? There are four key reasons:

1. The more you put yourself out there, the more potential you have to gain attention from your target audience.

2. If anyone in your target audience wants to sell their home, they are going to consult an expert, and constantly keeping them informed will help you establish expertise.

3. It's a signaling strategy; when you put forth that type of effort in direct mail, it lets people know you're a professional and will work hard to get their home sold.

4. Let's face it, people aren't going to pay that close of attention. If you mail them four times about one home to them you just sold four homes.

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We hope this guide helps you

sell your next (and every other home you list) quickly and effectively and generate more clients from it!

Wise Pelican has plenty of templates that are easy to customize, no order minimums, and postage is included.

Visit https://wisepelican.com to see our templates and learn more about everything we provide.

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