

Another Quick Presentation

**You can use in an office
meeting!**

TOP 10 WEBSITE FEATURES

FOR SELLING REAL ESTATE



VIDEO

10

Why it's important:

With the current generation of YouTube viewers now entering the buying market, a great way to engage is through the use of video. An overwhelming number of millennials now use a streaming video platform. With the proliferation of online video and ease of incorporating into your website, they are no longer a nice to have - but a must. Videos are consistently better at engaging buyers, as well as a more efficient way to highlight the features and benefits of each property. Additionally, posting to your personal YouTube channel can increase SEO value, helping customers find your site easier!



PRO TIP:

- ✓ *Make sure to incorporate video tours of your listings throughout your site*
- ✓ *Produce informative "how-to" videos for the entire home buying process to connect with first-time buyers*
- ✓ *Record customer testimonials to build instant credibility. This is great home page material!*

9

OPEN HOUSE INFORMATION

Why it's important:

It is important to connect with customers in the early stages of their home buying process and using open house listings is a great way to do so! Make sure open house information is front and center on each one of your property listing pages. A large percentage of consumers using property search on your website are six to nine months out from a purchase. Promoting open houses creates a great way to draw potential customers in, allowing you to establish an early connection.

PRO TIP:

✓ *Create a specific page on your site that updates new open house information dynamically*



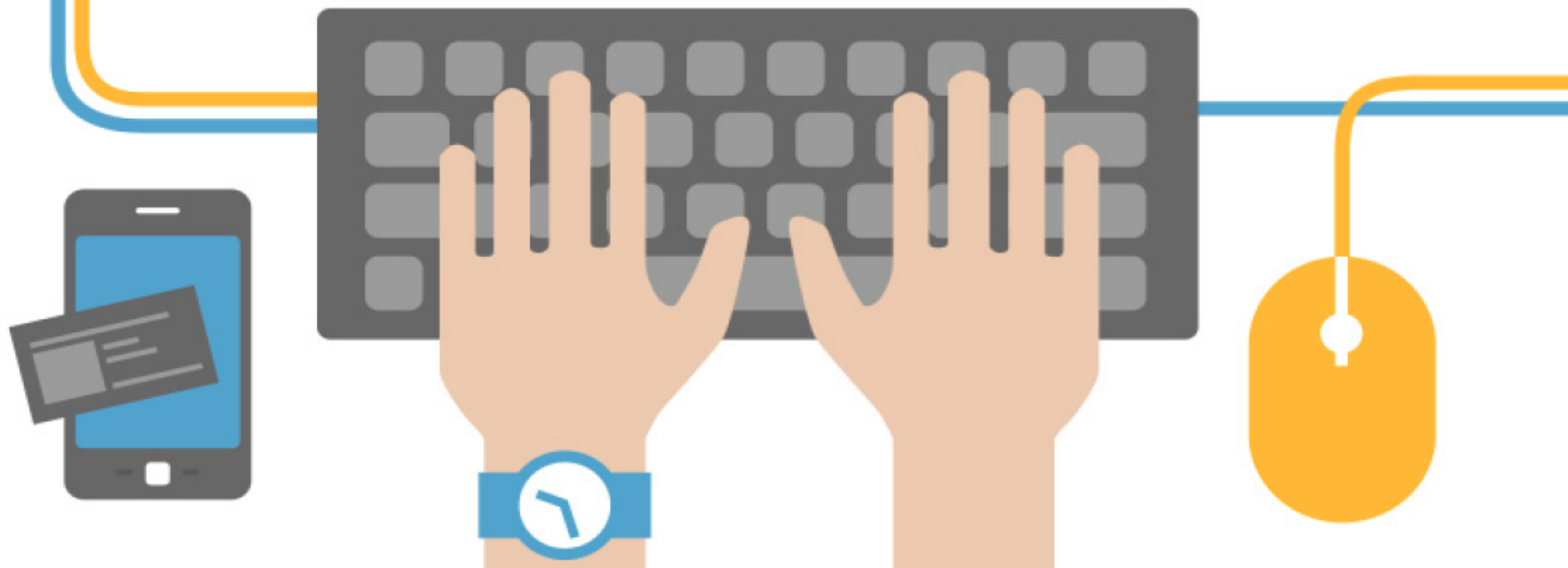
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AGENT CONTACT INFO

Why it's important:

Think of your website as your online business card. Contact information should be placed in the header and footer on each page. Having this information easily accessible allows prospective clients to easily reach out to you and start a relationship.

PRO TIP: ✓ *Just having a contact page is not enough - make your contact information readily available on every page of your site!*



7

RECENTLY SOLD PROPERTY INFO

Why it's important:

Customers want to make sure they're making an informed decision before signing on the dotted line. Sold property details can help you provide your customers with the information they need to feel comfortable in their purchase. Your sellers can also benefit from this information as well, knowing how competitively they should price their properties before entering the market.



PRO TIPS:

- ✓ *Create quarterly emails to clients highlighting sold searches. This helps keep them informed but also keeps you on their radar for referrals or their next real estate endeavor.*
- ✓ *Work with an IDX provider who receives information directly from the MLS, versus public records data. This data will be much more accurate and timely.*

6 CONTRACT STATUS

Why it's important:

Who wants to get involved in a property with a pending offer? Make sure your clients can easily view the contract status of your properties, keeping their focus on realistic purchases

PRO TIPS:

- ✓ *Make sure your listings include contract status of every property*
- ✓ *Update contract status data multiple times a day with the help of a dependable IDX provider*



5 NEIGHBORHOOD INFORMATION

Why it's important:

Neighborhood and lifestyle data help home buyers, especially buyers relocating to a new city or state, find areas that fit their family needs. Once the neighborhood is identified via lifestyle and/or neighborhood criteria the search begins via price, beds, baths etc.

Quality neighborhood and lifestyle info doesn't simply focus on average home value and crime data. There's a wealth of information you can provide to you clients to help them make decision that fits their needs, such as:

- School ratings
- Median home values & trends
- Age of homes
- Owned, rented or vacated home percentages
- Commute time
- Cost of living index
- Altitude, rainfall, snowfall, avg. monthly temp

PRO TIP: ✓ *Help differentiate yourself from competitors by providing as much neighborhood and lifestyle data for each of your listings*



4 VIRTUAL TOURS

Why it's important:

Virtual tours are quickly becoming an important tool for Realtors. Make sure to provide access to your tours on the details page of each listing. Companies, such as Matterport, can assist agents in creating engaging 3D tours to help visualize each property. An investment in quality virtual tours can save buyers and agents precious time in showing each property live.

PRO TIPS:

- ✓ *Virtual tours should be located directly within your IDX search*
- ✓ *Make sure to include virtual tours in property specific blog posts*



3

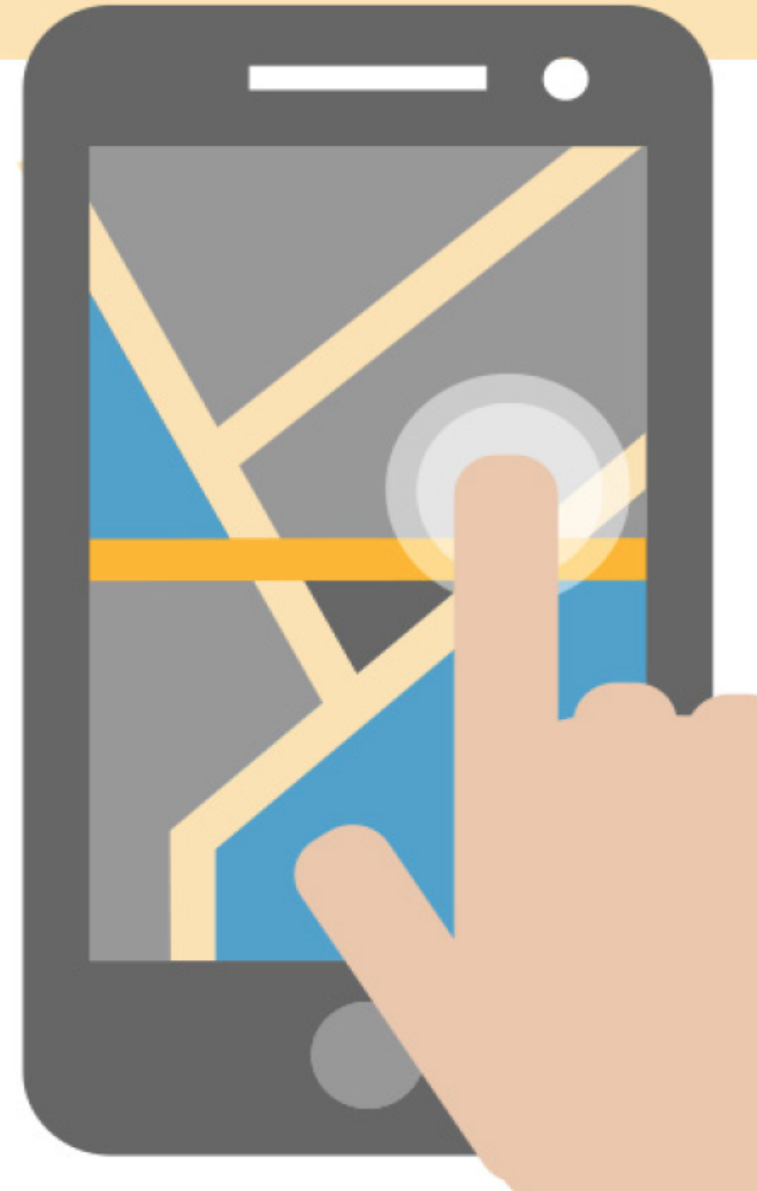
INTERACTIVE MAP

Why it's important:

Not all property search maps are created equal. Make sure your property search includes intuitive and interactive features located directly within the map view. Zooming and panning to find a certain location can get to be a hassle for customers. Utilize a search box to locate a city, neighborhood, school district, etc. and then allow customers to move and pan, leading to a much more productive property search.

PRO TIPS

- ✓ *Find an interactive map solution that lists all of your properties and includes lead capture tools directly within the map view*



2

DETAILED PROPERTY INFO

Why it's important:

The devil is in the details, and customers want to see every last one for a property. *In what school district is a property located? How long will my morning commute be? Are there any cool restaurants nearby?* All of these are questions home buyers want to know about a new home. Provide this information on your property search, or customers will go elsewhere to find it.

PRO TIP: ✓ *Showcase detailed product information on each detail page such as: estimated annual taxes, exterior and interior features, appliances and more.*





1 PHOTOS



Why it's important:

We process pictures 60,000 times faster than text, so it's no wonder this is the most important tool in selling a property. Photographs are much more convincing than property descriptions and word of mouth. Make sure photos are as large and of as high quality as possible. Small, grainy photos only do your properties a disservice to customers. Any quality property search should retain the highest fidelity levels for images.

PRO TIPS:

- ✓ *Hire a professional photographer - no mobile photos allowed!*
- ✓ *Make sure your photographs are presented on your site at the highest quality level and span as much of the page as possible.*

