

How to create a top-notch property listing

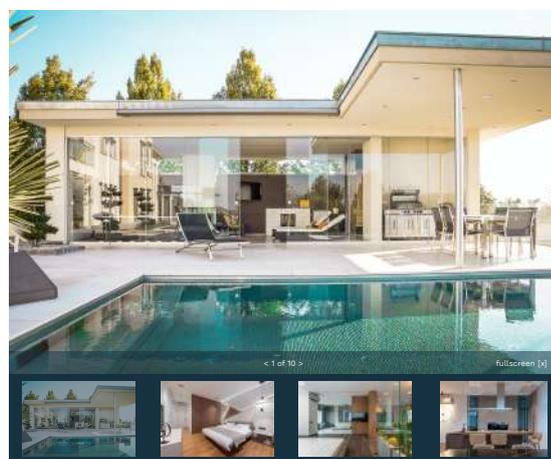
With millions of home hunters using listing websites all over the world each month, it's never been more important to take care of your online listing*.

Not only do listings advertise your property, but they also show off your expertise, and your attitude towards selling, and your professional brand. Here is a quick checklist to make sure you get a top-notch property listing on any website.

*Nearly 96% of home buyers searched for homes online according to the 2018 Properties Online Real Estate Tech Trends.

Images

According to the Wall Street Journal, for 95% of people, it takes about 20 seconds to view the first photo of a listing before their eyes start to wander. First impressions matter, right? The main image must grab the viewer's attention in those first 20 seconds, because only then will they consider wanting to read the description. A nice, professionally made photo will not only show the viewer that you care about the property, but it will also help with the first impression. A good exterior image usually grabs the attention and invites the viewer to have a look inside the home, where you can include other eye-catching images to the listing to show the amazing features of the property.



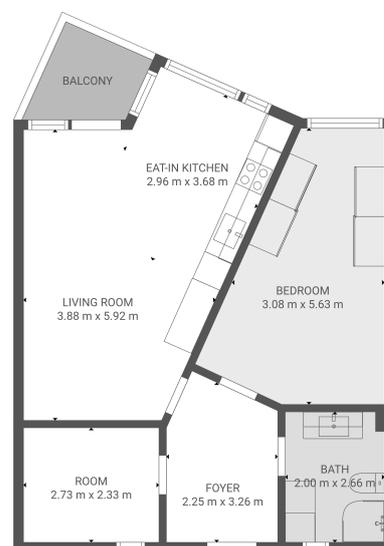
Take it one step further!

By adding a video, you stand out and generate additional interest online. **85% of buyers prefer to work with agents who offer video**, yet only 15% of agents use video to market their listings according to the 2012 reports from the National Associations of Realtors. Adding videos do help potential buyers feel more at home with the listing from the beginning.

Floor plans

Floor plans allow potential buyers to grasp the flow of the property. Recent studies have shown that 1 in 5 buyers would ignore a listing completely if there is no floor plan. According to Zillow - **floor plans are the second most important trait on a listing after images**. Floor plans bring the listing to life and let the buyer interact and imagine themselves in the home without stepping a foot inside.

52% of buyers get frustrated by no floor plan being shown, according to realestate.com/au statistics



SIZES AND DIMENSIONS ARE APPROXIMATE, ACTUAL MAY VARY.

Summary text

Most buyers start searching for a home online, and according to research from the National Association of REALTORS®, 86% of those buyers said that information found in the description is very useful. So, to have an effective listing, detailed information must be included as well.



1 bedroom Malibu house for sale \$2,485,900 USD
Malibu, California

The best view in Malibu on a private street. Unique bluff juxtaposition that offers sit down expansive White Water, Coastline, Queen's Necklace and Catalina views. Recently redone and expanded, all in a single level. High end finishes throughout. A 5 minute walk to the sand, and minutes away from Santa Monica and Palisades village. Genuinely unique. Fully furnished making it possible to move in straight away.

[More details](#) | [Contact agent](#)

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The title can be informative, straight-forward, and attention-grabbing by including the top-selling feature of the property. As for the description itself - the first sentences are a good spot to add information that wasn't mentioned in the headline. Later on - lead the reader through the living areas of the home, and include all the great features. Try to keep it clear, straightforward, and easy-to-read by breaking it into separate paragraphs or bulleted lists.

Don't underestimate the power of a well-written, creative listing description.

A little bit extra:

1

Listings without floor plans, missing addresses, or missing prices are frustrating to buyers. Paying attention to these basic details makes all the difference in your listing getting views or being passed over.

2

Including 10 pictures or more help highlight the function and beauty of the property, and allows buyers to more easily imagine themselves living there.

3

Be sure to review the property description, double-check spelling and grammar and make corrections. A property description with spelling and grammar errors might come across as unprofessional.

4

Try refreshing your listings by rotating the main image and adding something new to the summary text. Returning visitors may review a listing that was initially overlooked.

5

Consider adding video content; A Real estate listing with video generates 400% more interest than a listing without video, according to The Australian Real Estate Group.

6

Adding a floor plan to a listing increases the click-through rate by 52% according to Rightmove.