



STEPS FOR CREATING EFFECTIVE PROPERTY LISTINGS



STEP 1: OBSERVE YOUR SURROUNDINGS

- 1a.** Take note of the neighborhood/area surrounding the property and its defining features.
- 1b.** Survey the property itself to get familiar with the layout and special features of the space.
- 1c.** Compile detailed specifications such as the number of rooms and square footage of the building.



STEP 2: DECLUTTER & STAGE THE PROPERTY

- 2a.** Remove trash and unnecessary belongings. A clean and uncluttered property will allow viewers to focus on important details of the space itself.
- 2b.** Arrange and add/remove furnishings to create an inviting atmosphere.



STEP 3: TAKE HIGH QUALITY PHOTOS

3a. Pay attention to the sun's position in relation to the building. Plan on taking photos and videos during times when the lighting flatters the building.

3b. Take a variety of interior and exterior shots. This will provide a comprehensive view of the property.



STEP 4: CREATE A COMPELLING PROPERTY DESCRIPTION

4a. Research the property's target audience. This will enable you to write a more focused description.

4b. Make a list of the property's amenities and unique selling points. This includes: location, parking, historical significance, proximity to shopping centers/gyms/transportation/restaurants/schools, and views from the building.

4c. Use descriptive language when highlighting the property's best features. This will create a narrative that will help potential clients visualize themselves in the space.

4d. Create an attention grabbing headline by creating a sense of urgency, appealing to emotions by using descriptive language, inserting thought provoking questions, or emphasizing the property's unique qualities.