



**Please note that this is the first two pages of a complete document. [Log in](#) to obtain access to the complete tutorial. If you don't have a username yet, [registration](#) is free. We do not spam our user community.**

## **Step 9: Market Your Home**

Once you have placed your home in showroom condition, it is time to start marketing it to make a sale. If you are using an agent, you will have already discussed the marketing techniques s/he will employ. If you are selling the home yourself, you have the freedom to create your own marketing plan.

Traditionally, homes have been advertised in the classified section of the local newspaper, by a sign posted in the front yard, and/or in a local broker's real estate listing book. With the advent of advanced computer technology, homes can now be advertised on the Internet thereby providing a place to store photos and sufficient data to describe your home to a potential buyer.

An intelligent 21<sup>st</sup> Century marketing plan includes an Internet listing, traditional print advertising, and a yard sign. Millions of people search the Internet for homes, but everyone still looks for homes in the local newspaper. People still walk or drive through neighborhoods to find available properties. Therefore, use traditional media to get "leads," then use the Internet to turn those leads into serious buyers while turning away those who aren't ready to make a purchase.

Traditional media methods generate great leads, but they don't generate buyers. For years sellers have endured countless "inquiries" by telephone, appointments made and missed because buyers lose interest, and endless home showings to people who aren't ready to make a purchase. Why? Because the best you can get is a "good lead" given the information that has traditionally been available. The Internet changes that.

You can create a buyer by providing all the information s/he needs to make a decision upfront. That's the power of the Internet. Tell the buyers what you've fixed. Show your home's best features. Talk about monthly expenses, the neighborhood, and local amenities. Tell your buyers what they need to know so that they can get comfortable living in your home.

Those who contact you to see your home in person after seeing your Internet ad are more likely to buy; they have seen your home once online; now they want to confirm their impressions. They are the buyers who are ready to commit to a purchase. Those who call based only upon a yard sign or a newspaper ad may not be ready to purchase. They might be "prospecting," getting a flavor for the market, and might be months away from buying. Don't waste your precious time showing your home in person to prospectors; use your Internet ad to screen them out. After seeing all the information you've provided in your Internet listing, they won't call. The ones who do call know enough about your home and are interested enough to consider buying it.

Internet advertising is less expensive than a classified ad given the amount of data you can place on the Web. However, you must make sure that the site you pick for your listing allows you to provide all the data you want when you want and all the photos that you want to post. A site should allow you complete control over the content and detail of your real estate listing. Look for easy photo upload routines and pages that allow you to fill in data to appear in real time. Sites that require you to e-mail data or pictures may not be worth the effort. Many sites that might appear to be less expensive limit the amount of data that can be stored. Customer





service, user-friendliness of the site, and site appearance should all be considered when choosing a listing site (read about the [listing process](#) at [hometoday.com](#)).

To list your home in the local paper, prepare a 2-3 line ad that gives enough data to drive readers to your Internet listing:

HARVARD SQUARE: charming 2bd 2 bt with amenities. \$489,000.  
Complete tour-www.hometoday.com ID 20021978

If you choose not to use the Internet as an advertising medium, your mission is to provide enough but not too much information about your home to entice readers to call and inquire about it. Recognize that, in order to save space and reduce your ad cost, the local paper will abbreviate many of the characteristics of your house unless you tell the service personnel otherwise:

HARVARD SQUARE: charming 2bd 2bt cnd, w/d,dw, cb, w/w and hwd,  
fp. X Appl. Skylt, alm. \$489,000. 617-555-1478.

Other than the word "charming", this two line ad probably looks and sounds just like any other ad in the paper. It's hard to make that ad seem appealing, and it's hard to read. Here is what it really says:

HARVARD SQUARE: charming two bedroom, two bathroom  
condominium with washer/dryer, dishwasher, cable TV, wall-to wall  
carpeting and hardwood, and fireplace. Extra appliances. Skylight and  
alarm system. \$489,000. 617-555-1478.

You could obtain the full four-line ad with complete words, but it costs more. So do enhancements such as bold type, borders, or any other additions that would distinguish your ad from the hundreds of ads also appearing in the classified section. The response you receive may be the same regardless of the ad you place.

Reconsider an Internet listing if you've discounted it so far. All of the data in the ad above and much more can be included without abbreviation. You can describe your home and your neighborhood's nicest features and amenities. You can show your home and your neighborhood with color photos thereby giving your viewers a chance to imagine themselves touring your home and your neighborhood. You can eliminate buyers who aren't serious since only serious buyers will contact you for a home visit after viewing your Internet listing (read about the [listing process](#) at [hometoday.com](#)).

MLS ads are an improvement over the typical newspaper ad. However, you might still see some abbreviations, additional description might be limited to a few lines, and you might still be limited to a single photo of the front of the house. You can't obtain an MLS listing unless you list your home with an agent or purchase the listing through an agent. Your home will generally only be seen on-line by agents and their customers, and then only when an agent invites a customer to look. Complete listings are not always available for review by the general population. While the MLS concept is moving to the Internet, the speed of data retrieval and the completeness of any given listing still has not reached a point of maximum efficiency. Some MLS services purposely limit the amount of data available on a website to force you to call an agent to find out more about a particular home for sale.





***Recognize that Internet listings are available to anyone in the world at any moment in time. Whether you are an owner or an agent, an Internet entry probably provides more information and maximizes your efficiency better than any other advertising method.***

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