

ONLINE WEBINAR



BE THE TOP LISTING

IMPROVE YOUR LISTINGS

MEMO VALVERDE

LONDON FOSTER, PROFESSIONAL REALTOR

WEDNESDAY, JUNE 22ND

10:00 AM

REGISTER NOW

WWW.JOINLONDONFOSTER.COM



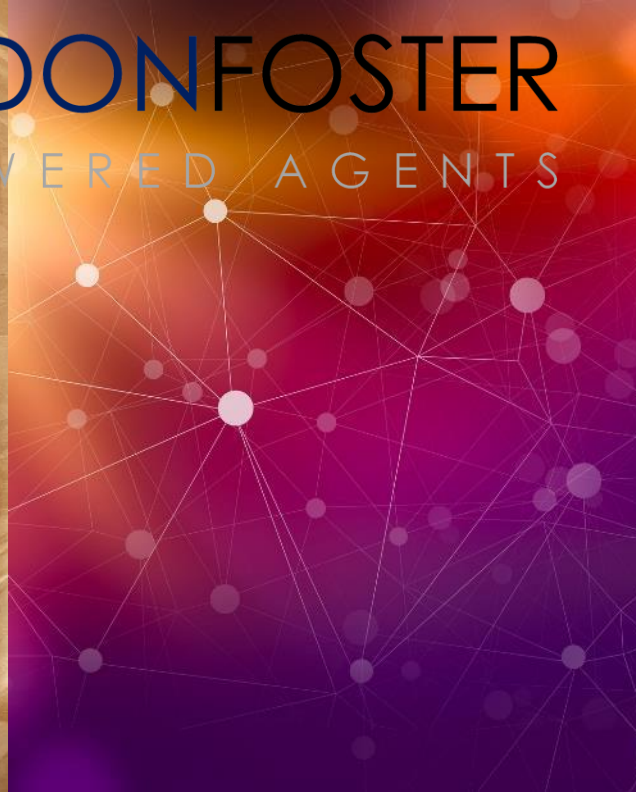
Agenda

- Prior to Inputting the Listing
- Inputting the Listing
- Elements of Success
- Doubling Checking Your Work
- Internet Success





LONDONFOSTER
EMPOWERED AGENTS



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Introduction

London Foster is committed to helping you, our agents succeed. Learning how to correctly input your listings into the MLS, is only one aspect of that success. The goal of this training is to help you put your best foot forward when representing your clients.

Prior to Inputting the Listing

Let's go over some of the basic elements an agent is responsible for prior to inputting a listing into the MLS

- A Listing Agreement
- A Seller's Disclosure
- A Copy of any Financial Documents Pertaining to the Condo
- A Copy of any Applications or Requirements from the Condo
- Floorplans, Surveys, and any other Documents from the Seller

Inputting the Listing

Inputting the listing has a logic,
let's dive into it

- Create a New Listing
- Upload Pics
- Upload Floorplans
- Upload Documents
- Save As Incomplete
- Update Status Every 30 Days
- Make Sure Contact Information is Correct

Elements of Success

Let's go over some of the basic elements an agent is responsible for prior to inputting a listing into the MLS.

- Great Pictures
- Great Text
- Great Video
- Open Houses
- Signage
- Mailings
- Print Materials

Great Pictures



PRO PHOTOGRAPHY

- ▶ Always Hire a Professional Photographer
- ▶ Ensure the use HDR Technology
- ▶ Ask them for Examples of Their Work
- ▶ Utilize Nighttime or Moonlighting Effects
- ▶ Do a Trial Run or Story Board of the Photoshoot

PREPARE THE PROPERTY

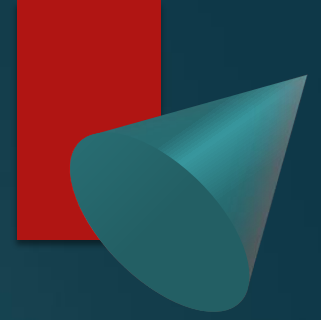
- ▶ Open Blinds, Curtains
- ▶ Turn On Lights, & Lamps
- ▶ Declutter & Edit
- ▶ Take a Minute, Access the Room
- ▶ Look for a Focal Point
- ▶ Close Closet Doors
- ▶ Toilet Lid Down

KNOW WHAT WORKS

- ▶ Stand in the Corner of The Room
- ▶ Step in Away from the Corner
- ▶ Use a Tripod
- ▶ Use a Wide-Angle Lens
- ▶ Hold Camera at Belly Button Height
- ▶ Edit Photos to Eliminate Noise
- ▶ Edit Photos to Make Brighter



Great Text



TRICKS TO USE

- ▶ Look Up Past Listings for the Property
- ▶ Look Up Listings You are Competing with
- ▶ Pick 3 Main Points that Differentiate Your Listing
- ▶ Pick 3 Negative Points for Your Listing

GOOD IMPRESSIONS

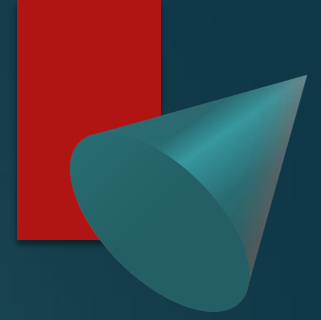
- ▶ Use Present Tense
- ▶ Don't Repeat yourself
- ▶ Include the Buyer with words like YOU and YOUR
- ▶ Short and Sweet, Not Too Short
- ▶ Not Too Long
- ▶ Use Brand Names

KNOW WHAT WORKS

- ▶ Use Keywords that Generate Interest and Drive Traffic to Ad
- ▶ Let People Use Their Minds, Describe the Rooms to Promote Excitement
- ▶ ALWAYS Triple Check Your Work
- ▶ Have a Friend, Colleague Edit Your Text



Great Text (CONT)

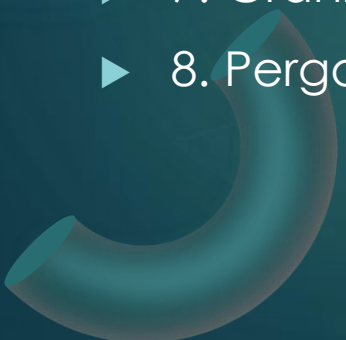


WORDS TO INCLUDE

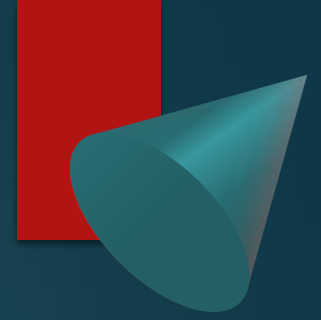
- ▶ 1. Luxurious
- ▶ 2. Captivating
- ▶ 3. Impeccable
- ▶ 4. Stainless
- ▶ 5. Basketball
- ▶ 6. Landscaped
- ▶ 7. Granite
- ▶ 8. Pergola
- ▶ 9. Remodel
- ▶ 10. Beautiful
- ▶ 11. Gentle
- ▶ 12. Spotless
- ▶ 13. Tile
- ▶ 14. Upgraded
- ▶ 15. Updated

WORDS TO AVOID

- ▶ Must Sell
- ▶ Value – Homes described as a “good value” sold for 5 percent less than other homes
- ▶ Motivated
- ▶ Move-In Condition
- ▶ • Clean
- ▶ • New Paint or New Carpet
- ▶ • Ranch
- ▶ • Quiet
- ▶ • Vacant



Great Video



TRICKS TO USE

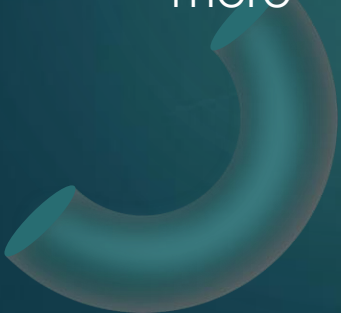
- ▶ Use Splice to make a Video from Pictures
- ▶ Create a Short Video of 3 Main Features of the Property
- ▶ Slow, Steady, Focusing on Positive Aspects
- ▶ Leave them wanting more

GOOD IMPRESSIONS

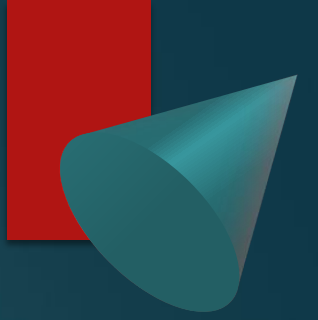
- ▶ Use My Channel on Youtube to share link
- ▶ Add Video URL on Martrix
- ▶ Share on Your Social Media as Posts: Instagram
 - Facebook
 - Linked In
 - Twitter
- ▶ Reply to all Showings with a URL Share and a Promo Sheet

KNOW WHAT WORKS

- ▶ Use Video Option on Facebook
- ▶ Create Video on Apps
- ▶ Other Sites to Consider:
 - Zillow
 - Trulia
 - Realtor.com



Open Houses



TRICKS TO USE

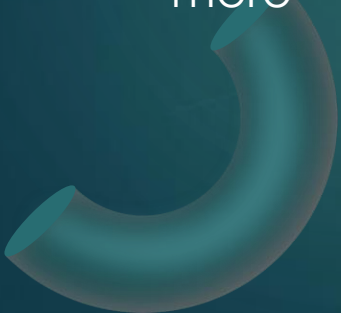
- ▶ Use Splice to make a Video from Pictures
- ▶ Create a Short Video of 3 Main Features of the Property
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GOOD IMPRESSIONS

- ▶ Use My Channel on Youtube to share link
- ▶ Add Video URL on Martrix
- ▶ Share on Your Social Media as Posts: Instagram
 - Facebook
 - Linked In
 - Twitter
- ▶ Reply to all Showings with a URL Share and a Promo Sheet

KNOW WHAT WORKS

- ▶ Use Video Option on Facebook
- ▶ Create Video on Apps
- ▶ Other Sites to Consider:
 - Zillow
 - Trulia
 - Realtor.com



Signage

FOLLOW THE RULES

- ▶ Check the Rules & Restrictions on Signage in the Area on Signs, Posts, & Directional Signs

CREATE SIGNS

- ▶ Go to www.londonfoster.com, Under Marketing, Under Yard Sign and Order Your Signage
- ▶ Order Sign for the Property
- ▶ Order Directional Signs
- ▶ Allow 2 to 3 Weeks
- ▶ Make Sure to Order H Signs & Yard Posts As Well

DIRECT EYES TO YOU

- ▶ Go to www.londonfoster.com, Under Marketing, Under QR Codes
- ▶ Create a QR Code to Direct People to your Website
- ▶ Include Your Phone Number, Your Name & Email
- ▶ Include Brokerage Name, Address & Phone Numbers



Mailings

GOALS & INTENTIONS

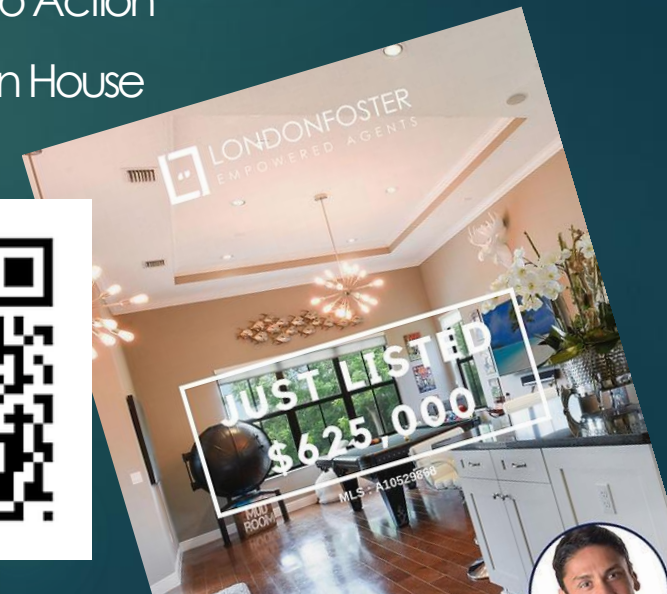
- ▶ Study Your Goal
- ▶ What is Your Commitment
- ▶ 80/20 Rule
- ▶ How Many People Will You Reach

ALLOW 3 WEEKS

- ▶ Printing Takes Time
- ▶ Mailing Takes Time
- ▶ Study Your Database
- ▶ Mail to People Who Make Sense

KNOW WHAT WORKS

- ▶ Use QR Codes
- ▶ Links to Your Website
- ▶ Offer Your Services as A Seller's Agent
- ▶ Call to Action
- ▶ Open House



Print Materials

PROMO SHEET

Make a brief glance, a visual reminder of top 5 things about the property. It should include:

- ▶ Date & Time of Open House
- ▶ Property Address
- ▶ Asking Price
- ▶ HOA's & Maintenance Fees
- ▶ Square Footage
- ▶ Number of Bedrooms & Bathrooms
- ▶ Number of Parking Spaces
- ▶ Brief Description
- ▶ Best Picture of The Property (Maximum 3)

BACKPAGE SHEET

A more detailed, text and graphics, specific details about the property. It should include:

- ▶ Additional Exterior and Interior Photos
- ▶ Additional Information About Property
- ▶ Real Estate Taxes
- ▶ Additional Fees or Assessments
- ▶ Appliances That are Included
- ▶ Lot Size
- ▶ Special Features

WHAT ELSE?

- ▶ Welcome Sheets
- ▶ Excel Database or CRM
- ▶ Comps
- ▶ Other Properties for Sale
- ▶ Printed AS IS Contracts
- ▶ Applications, if Necessary



Doubling Checking Your Work

Let's Discuss the London Foster
Report Card... Improve your
Listing ASAP

- Listing Agreement
- MLS Listing
- Improvements to the Listing

Dear Agent,

In an attempt to improve our listings, we have created a "Listing Report Card".

Please review the suggestions. You may REPLY ALL with any questions or suggestions you may have.

		The listing has been on the market for too long. We need to evaluate why the property has remained on the market. It may be a good idea to send the owner a CMA - Comparable Market Analysis. Send him/her a short list of both Active and Sold properties that compare to your listing. You can utilize RPR to research this information. More than likely a price adjustment is needed to create interest, appear in similar searches, and ensure offers. If the listing has expired, and you get a renewal, it may benefit you to delete the listing and re-enter it as a new listing with a new price.
DOM	121	
MLS # Link	A11109145	
Address	300 S Poome Dr Unit#3306	
City	Chicago, IL 60608	
List Price		
Listing Agent's Name	Christian	
Agent Phone	Brandl	
Agent Email Address	365-588-2808	
Agent License #	365-588-2808	
Agent License #	597910	
Listing Text Is Good - URL & EMAIL	NO	Not Descriptive Enough: We feel there is room for improvement in this part of your listing. Please write a simple, descriptive and visual description of what makes your listing special. If you are looking for some great words to elevate your listing on search engines such as Trulia, Realtor.com and Zillow, refer to the Zillow Training on www.zillow.com/learn/under-education . In this PowerPoint we list words to use and those to avoid. If you still don't think your remarks are 100%, ask a colleague or a friend to review it for you. Font eyes are always better when it comes to writing an attractive text for your listing. Not Enough Photos: It is a little known fact that search engines such as Trulia, Realtor.com and Zillow penalize a listing with less than 21 photos. Please return to the listing and take some more photos of the listing. Remember to always use horizontal photos. If you feel that you don't have enough rooms, views or angles in this property, it is always a great idea to include photos of exterior shots, amenities, neighborhoods pictures, and even key attractions in the area. If you still do not have enough photos, remember that you can always upload the photos you do have twice. Photos Are Not Horizontal: The association of realtors requires that all the photos you add to your listing be horizontal. This is the standard format of search engines such as Trulia, Realtor.com and Zillow. Poor Quality: The quality of the pictures you upload on the MLS are crucial to the online success of your listing. We highly recommend you invest into having professional photos taken for all your listings. Please refer to www.zillow.com/learn/under-vendors , under vendors, under photography to see our preferred vendor who provides HDR Photography, Matterport Animation, Videos and even Virtual Staging. HDR quality photos are elevated in search engines such as Trulia, Realtor.com and Zillow. Lighting: Be mindful of lighting, angles, decluttering and line of sight when photographing a room.
Number Photos 21 or more	NO	
Pictures Professional horizontal	NO	
Quality Photos	NO	

Internet Success

Keep Tabs of Where Your Listing Goes and How Your Listing is Looking



- Google Your Listing
- Look for Updated Pics
- Look for Text to Be Correct
- Review Any Updates
- Other Sites to Consider:

Trulia

Realtor.com

Instagram

Facebook

LinkedIn

Twitter



The way to
get started is
to quit talking
and begin
doing.

Walt Disney



Summary

Success is the result of hard work.

Hard Work can be prevented by preparation.

Being Prepared is essential to success.

Thank You

Memo Valverde

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