



A Few Things Worth Thinking About

Before the Listing Goes Live

You've already got your listing process. This is simply a second set of eyes - a few small ideas that may help a seller's home get a little more consideration when buyers have plenty to look at.

YOU DON'T HAVE TO OUT-MARKET EVERY OTHER LISTING.

Just don't give the buyer a reason to overlook yours. The goal isn't more marketing for the sake of more marketing. It's helping the right buyer see, understand and remember the property.

WHAT'S THE ONE THING WE MIGHT BE MISSING?

ASK THE SELLER WHAT THEY'LL MISS

The answer may be more useful than another feature list: morning coffee on the patio, the kitchen at Thanksgiving, the workshop, the sunset, the quiet backyard. Not every answer belongs in the description - but it may tell you what deserves a photo, video clip or little more attention.

WALK IN LIKE YOU'VE NEVER SEEN IT BEFORE

Where does your eye go? What's surprisingly good? What's confusing? Is there a room that feels much better than it photographs? A view that only appears from one spot? Those observations can change what you show - and how you show it.

LOOK AT IT AT A DIFFERENT TIME

The front may be flat at 10 a.m. and beautiful in the evening. Maybe sunset is the reason the deck is special. Sometimes better marketing isn't more marketing. It's showing up at the right time.

THINK ABOUT THE BUYER'S FIRST QUESTION

If the garage is unusually deep, show it. If there's RV parking, don't make them guess. If the pantry is enormous, open the door. If there's a great workshop out back, don't bury it at the end of the photo reel.

A LITTLE EXTRA THOUGHT CAN GO A LONG WAY.

Price, condition, location and the market will always matter. The little touches won't manufacture demand - but they can give a good property a better chance to be understood instead of scrolled past.



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The useful question isn't "How can I add more stuff?" It's "What would help a buyer understand this particular house a little better?"

DON'T LET THE BEST THING BECOME PHOTO #37

If there's one feature likely to make the right buyer stop scrolling, give it some thought. It doesn't automatically need to be photo #1 - just don't bury the reason someone might love the property.

PHOTOGRAPH WHAT BUYERS WILL ASK ABOUT

Garage depth. Storage. RV access. Pantry space. Outbuildings. The backyard connection. If buyers are likely to ask about it, consider whether the marketing can answer the question before they have to.

SHOW HOW THE HOUSE FITS TOGETHER

Photos show rooms. A floor plan can explain how they work together. This can be especially useful with unusual layouts, multiple living areas, basement entrances, additions or spaces that are hard to reconstruct from photos alone.

LOOK BEYOND THE PROPERTY LINE - CAREFULLY

Open space, a trail, a view, nearby access or the way the property sits in its surroundings may add useful context. Verify the facts before turning assumptions into marketing claims.

THINK ABOUT THE ORDER OF THE PHOTOS

A photo set is also a first walkthrough. The sequence doesn't need a rigid formula, but it should help the listing make sense rather than feel like a folder of pictures uploaded at random.

ASK WHAT THE PHOTOS CAN'T EXPLAIN

Maybe it's the quiet. The way the living room opens to the patio. How the shop relates to the house. Why the seller uses a certain space every day. That may be the job for a sentence, a floor plan, a video - or a better photo.

NOTICE SOMETHING -> UNDERSTAND WHY IT MATTERS -> CHOOSE THE BEST WAY TO SHOW IT.

That's the extra thought. Not making the listing busier - making the useful parts easier to notice.



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Once you know what deserves attention, the media choice gets easier. Use the tool because it tells the story better - not because it's another box to check.

PROFESSIONAL PHOTOGRAPHY

Today's phones can take remarkable pictures. But a great camera and a person who knows how to photograph a home aren't necessarily the same thing. Lighting, angles, composition and editing can make a meaningful difference.

FLOOR PLAN

Useful when buyers need help understanding how rooms connect, how an addition fits, where a basement entrance lands, or how the overall layout works.

3D / VIRTUAL TOUR

Useful when exploring the home remotely adds real understanding - especially when flow and space are difficult to communicate with still photos alone.

VIDEO

Useful when motion tells the story better: walking from the kitchen to the patio, moving through an unusual layout, or showing how indoor and outdoor spaces connect.

DRONE / AERIAL

Would seeing it from above tell the story better? Acreage, views, outbuildings, lot placement and surroundings may make more sense from the air. If drone media is used, make sure the operator is properly qualified and current FAA requirements are followed.

WRITTEN DESCRIPTION

Don't just repeat the listing fields. Use the description to add context - the thing a buyer wouldn't know from beds, baths, square footage and photos alone.

YOU DON'T NEED EVERY TOOL ON EVERY HOUSE.

A drone isn't automatically impressive. A 3D tour isn't automatically useful. Forty-seven photos aren't automatically better than twenty-five great ones. Use what helps a buyer understand this property.



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This isn't an audit of your listing process. It's a quick mental reset before the home meets the market.

WHAT'S THE ONE THING WE MIGHT BE MISSING?

- ☐ Is the strongest feature easy to find - or buried?
- ☐ Is there something buyers will probably ask that we could show now?
- ☐ Does the photo order help somebody understand the home?
- ☐ Would different light or a different angle change how an important space presents?
- ☐ Would a floor plan make the layout easier to understand?
- ☐ Would video explain a connection or feature better than still photos?
- ☐ Would an aerial view add useful context - or just another image?
- ☐ Did the seller mention something about living here that deserves a closer look?
- ☐ Are the important details accurate and verified?
- ☐ Is there one small improvement worth making before we hit publish?

THE LITTLE THINGS DON'T ALWAYS LOOK LIKE MARKETING.

Sometimes it's one better photo. One useful piece of information. A floor plan that finally makes the layout make sense. A drone shot that explains the property. Or simply answering a buyer's question before they have to ask it.

THOUGHTFUL DOESN'T HAVE TO MEAN COMPLICATED.

Thoughtful, well-executed presentation can help buyers understand what they're looking at, notice what makes the property worth considering, and feel confident enough to take the next step. Sometimes that next step is simply scheduling the showing. Sometimes it's coming back for another look. And sometimes it's deciding the home is worth writing an offer on.

Here's an idea. Take what helps. Ignore what doesn't.