Going Once. Going Twice. SOLD! – Class Notes

Property marketing is a cornerstone of any successful real estate business. In this webinar, we covered the best tools, tips, and strategies to attract consumers and get maximum exposure for your active and sold listings.

Leveraging Your Website to Generate Leads

Nearly 90% of buyers find online websites, listing photos, and details about properties extremely helpful in their home search. Your website is your most powerful tool when it comes to listing exposure, so why not drive people there? Learn how

1. Go to your website
2. Add /advancedsearch after the .com (e.g. SearchingYourTown.com/advancedsearch)
3. Refine your search by applying desired filters
4. Once your filters are set, click Search
5. Now you’ll see listing search results, in your browser is a unique URL
6. To copy the link, highlight the URL, right click, and select copy (or control +c)
7. Now you can share your unique listing search URL

If your MLS supports sold data, you can also drive consumers to a list of your recent home sales. Sold listings will appear in your Featured Listings section, as well as the About page of your website. To drive people to your sold listings Simply add /featuredlistings/#RecentSales after your URL.

Market Listings

With your listing marketing tools, you can get exposure for your listings, your office listings, your sold listings, or custom properties you’ve added (like a FSBO). To see the MLS listings you can market, you must have your MLS ID numbers associated with your Market Leader system. Learn how

1. Hover over the Listings tab, and select Market My Listings
2. Locate the listing(s) you would like to spotlight
3. You can sort your view by price, listing source, and by recent listings

Here you can choose to showcase it in emails, create marketing materials, create a Single Property Website, or feature it on your website. You can also share the property page (for active listings), marketing collateral, or single property website via email, Facebook, or LinkedIn. Learn more

Listing Enabled Marketing Designs

Listing Enabled Designs automatically pull photos and listing information from the MLS, so you can create polished property marketing in a matter of minutes. You can create listing enabled designs for your active and sold listings (if your MLS supports sold data), or a custom property. Learn how

Additional Resources

Here are links to more info on everything we covered in this class, including MLS ID’s and links.

- Market Your Listings
- Add Your Agent MLS ID
- Create Listing Enabled Marketing
- Add Your Office MLS ID
- Create a Custom Property
- Create a Unique Search URL