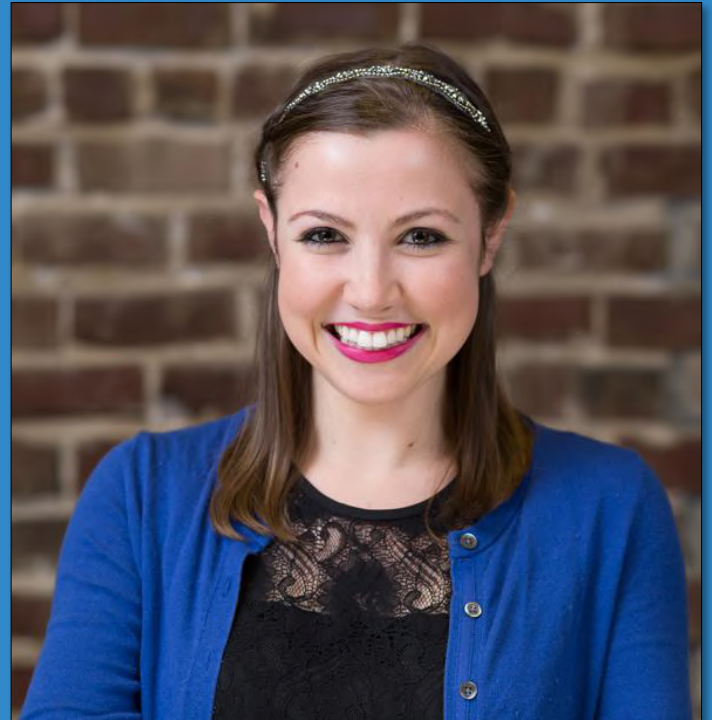


YOUR HOUSE HAS A SECRET LIFE ON THE INTERNET



How to Tap in and Sell Faster
in the **21ST CENTURY**

Written By:
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Alexa Collins is a Staff Writer at HomeLight.

She interviews the best real estate agents in the country to bring you their tips on everything from how to sell homes to how psychology plays a role in wall color design.

 @HomeLightApp

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Your Home Has a Virtual Profile

In 2003 my parents decided to put their yellow San Francisco home on the market.

They planted pansies in the flower beds, cleaned every inch, and put origami spheres on our bookshelves.

The house sold after one showing despite the sidewalk construction that forced everyone to walk over a wooden plank to get in.

12 years ago, the process of selling a home was like clockwork -- even *mundane*. A fire in the fireplace, a fresh lemon scent in the hallway, a good location, and a competitive price point was all my family needed.

The real estate market is **different now**.

New technology makes the experience of shopping for a home *fun; it's all dynamic and online.*

How many times have you found yourself swiping through homes on Facebook or Pinterest during those *I Love Lucy* reruns?



Shopping for a home has become part of everyday entertainment--the success of HGTV proves it.

In response to this new kind of casual online house-hunting behavior, homeowners across the country are starting to use new technology to take a creative approach to market and sell their homes.

Have you ever seen the Zillow commercial where an [expanding family of three](#) looks for a new home with big trees in the backyard?

There's a series of shots where the mom flips through houses on the Zillow app.

Later, we see the family (and their new baby) standing in the backyard with the oldest son up in a treehouse. They've landed their dream home thanks to a Zillow notification.



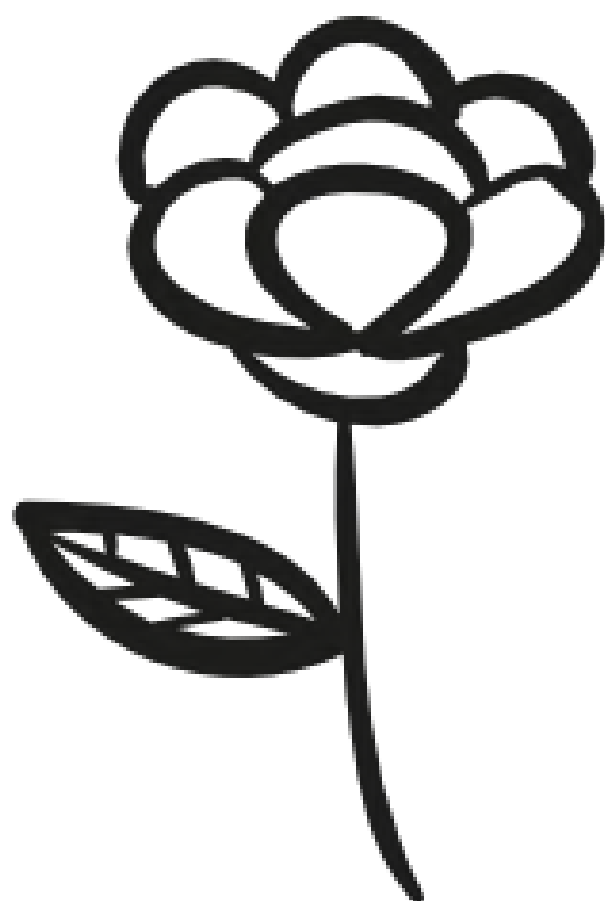
Even though this is a Zillow ad, it captures how people search for homes online these days.

Your home exists as two-dimensional space on the internet as much as it exists as brick and mortar in the real world. Shoppers judge your house online before they even decide to visit.

One home in San Francisco has been [viewed over 20,000 times](#) since it was listed on Zillow. Another had over 1,000 views after [just one day](#) on the site!

Online house hunters can't smell the fresh cookies you baked or feel the vibe of the neighborhood through a computer screen, so you have to understand how they see your virtual home *and* learn how to market it to them.

Like your Facebook profile, business website, or LinkedIn Page, the way you present your virtual home should be curated in a way that shows it at its absolute best.



If your home doesn't present well online you could lose a buyer who would have *loved it* in person.

We're here to walk you through the cutting edge home selling tools that 21st century homeowners and top real estate agents are excited about.

You'll learn the tools of the current market and understand how potential buyers look at your house.

We'll explain:

1. Why all of this new real estate technology matters
2. How to compile only the most useful information to hand your real estate agent at your first meeting.

This book shows you how to put together a digital first marketing plan to emphasize your home's best features.

All of this work you're about to put in to sell your house can only help you if you have an amazing real estate agent to back you up.

Our data shows that top agents, because they know how to take advantage of all of the new technology in this book, can sell homes **28 days faster** than the average agent and can command **up to 9% more** over the list price.



No matter how well you execute on the sales tactics in this book, you stand to lose out if you don't [partner with a qualified and experienced real estate agent.](#)

The best way to find that agent is with objective recommendations based on each agent's actual performance with previous clients.

Before you read any further, take a few minutes to [find an agent](#) who can show you how to take full advantage of all of the emerging internet technology, prepare your home for sale both online and off, and make you more money.

Find the Perfect Real Estate Agent

We analyze millions of home sales to find the *best performing* real estate agents

Find an Agent >

Found your perfect real estate agent?

Good, let's begin.

Get To Know Your Neighborhood The Way A Modern Buyer Would

Chapter 1

Now that you've found a great real estate agent, the two of you need to understand how potential buyers see your property.

Before online house hunting became so ubiquitous, potential buyers went to open houses and worked with a real estate agent to get a first glimpse at a potential place.

In 2016, according to the National Association of Realtors, [51% of buyers found their new house online](#).

[David Goodman](#), a top 1% real estate agent in Coral Springs, Florida, agreed that:

“Buyers are starting their search or even completing their search for a property on the web...A contemporary buyer who has any access or knowledge is going to go to the internet.”

Your online listing is, most likely, your first point of contact with potential buyers.

The way your home is perceived online could make buyers fall in love with the property or cause someone to lose interest.

[Grace Miranda](#), a top 1% real estate agent out of over 30,000 active agents in Southern California, shared that prospective buyers look for information about your property online before they even walk through the door.

“Buyers are data hungry, and they are very much ‘do it yourself,’ they are very independent...everyone is doing their own research....The majority of buyers today want to do their own hunting.”

After interviewing a handful of top real estate agents, scouring the internet, and reading up on the trends, we found that **Walk Score**, **Soundscore**, **GreatSchools**, and **neighborhood demographic information** are the most popular and accurate indicators of the best features of your neighborhood.

Internet savvy house hunters **will** look at these scores.

If you understand your home's score on each of these tools you'll be able to walk into that first meeting with your real estate agent with a full picture of how potential buyers view your property online and get an edge over the competition.

Walk Score: Location by the Numbers



[Walk Score](#) takes your address and generates a number from 1-100 where higher numbers mean it's easier to get around the area without a car or bike.

Your home's Walk Score is based on accessibility to dining and drinking, groceries, shopping, errands, parks, schools, and culture and entertainment.

Top real estate agent Grace Miranda told us that Walk Score is one of the top criteria prospective buyers look for in a home.

She says:

“It's very important to buyers today just to have access to the local coffee shop, but the other thing is that they have animals. More and more people have dogs and they want an area they can walk the dog in.”

Tom
Vanderbilt,
a journalist
at [Slate](#),
observes:

Slate

“More important than the technology, though, is the idea that **Walk Score has quantified walkability**, taken an abstract quality...and turned it into something that can be measured against other addresses, other neighborhoods, even other cities.”

Walk Score can even show you how a good location can increase your property value over time.

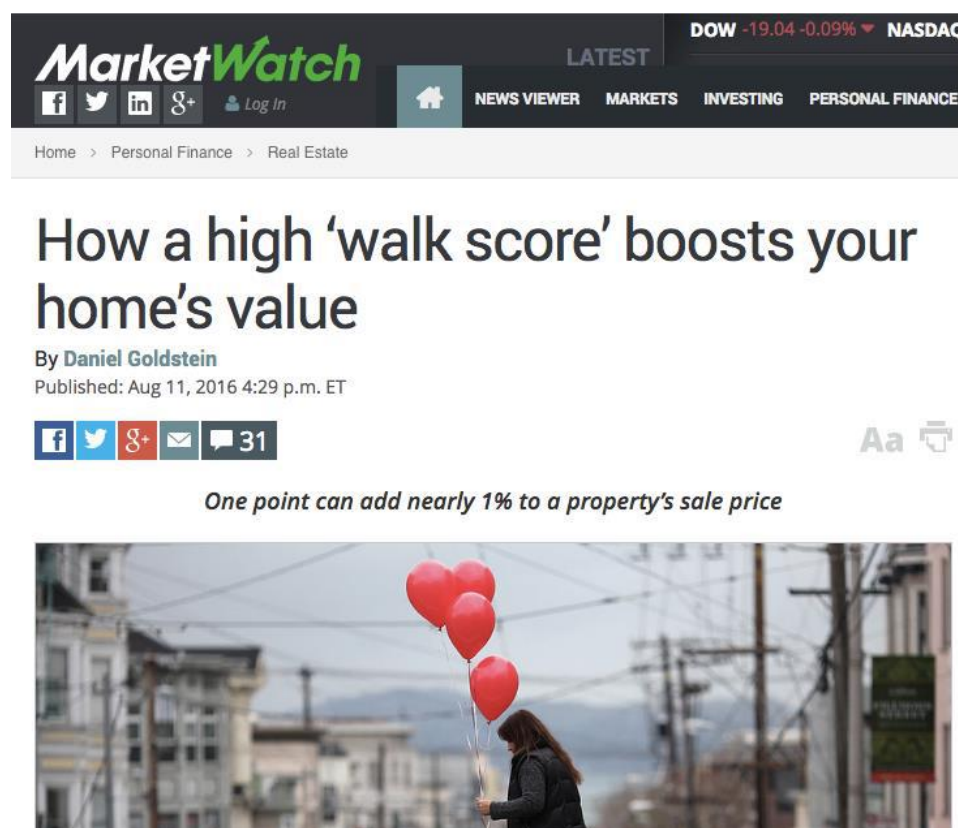
In August 2016, [Market Watch](#) reported that in some cities **every additional Walk Score point translated to a 1% increase on the home's value.**

The study found that Walk Scores over 80 in San Francisco were valued approximately \$188,000 more than homes with a Walk Score under 80.

That's great for homes with high Walk Scores, but what if your house has a low Walk Score?

Here's the good news:

Some buyers might want a home with a lower Walk Score because they want a quiet, residential area where their kids can play out in the street.



The screenshot shows the MarketWatch website interface. At the top, there's a navigation bar with the MarketWatch logo, social media icons (Facebook, Twitter, LinkedIn, Google+), a 'Log In' button, and a home icon. To the right, it displays 'LATEST' and stock market information: 'DOW -19.04 -0.09%' and 'NASDAQ'. Below the navigation bar, there are menu items: 'NEWS VIEWER', 'MARKETS', 'INVESTING', and 'PERSONAL FINANCE'. The breadcrumb trail reads 'Home > Personal Finance > Real Estate'. The main article title is 'How a high 'walk score' boosts your home's value' by Daniel Goldstein, published on Aug 11, 2016 at 4:29 p.m. ET. Below the title are social media sharing icons for Facebook, Twitter, Google+, Email, and a comment count of 31. A sub-headline reads 'One point can add nearly 1% to a property's sale price'. The article image shows a person holding several red balloons on a city street.

“It’s important for buyers to have all the data whether it’s good or bad. If the Walk Score is terrible, we still have it there, because there’s going to be people who don’t care. They’re not going to walk anywhere because they have this killer backyard they never have to leave.”

– Grace Miranda

The Walk Score is the one data point that *can* go into your home’s listing, but be careful not to use terms like “walking distance from.”

Though your favorite takeout spot might be worth the one mile hike for you, that walk might be too strenuous for a potential buyer.

Give this a try:

Take your Walk Score, grab your favorite restaurant or shop, and let the buyer imagine walking their kids to get bubble gum ice cream at the parlor steps away from your front door.

“This sea blue bungalow has a Walk Score of 90, which means that the best taco truck in town is close by. You’ll have to hop in your car to get to Target, but the best boutique shopping and the juiciest burger place with to-die-for truffle fries is just off the beach and right around the corner.”

See what we did there?

The Walk Score page also generates a transit score with a map that shows various options like Zipcar, Getaround, and the different bus lines and stops closest to your house.

Walk Score rates any transit score over 50 “good transit,” so if you have a transit score over 50, tell buyers about it.

Soundscore: Noise Pollution Quantified



Enter an address and [Soundscore](#) produces a heat map that lays out the noise pollution of the area.

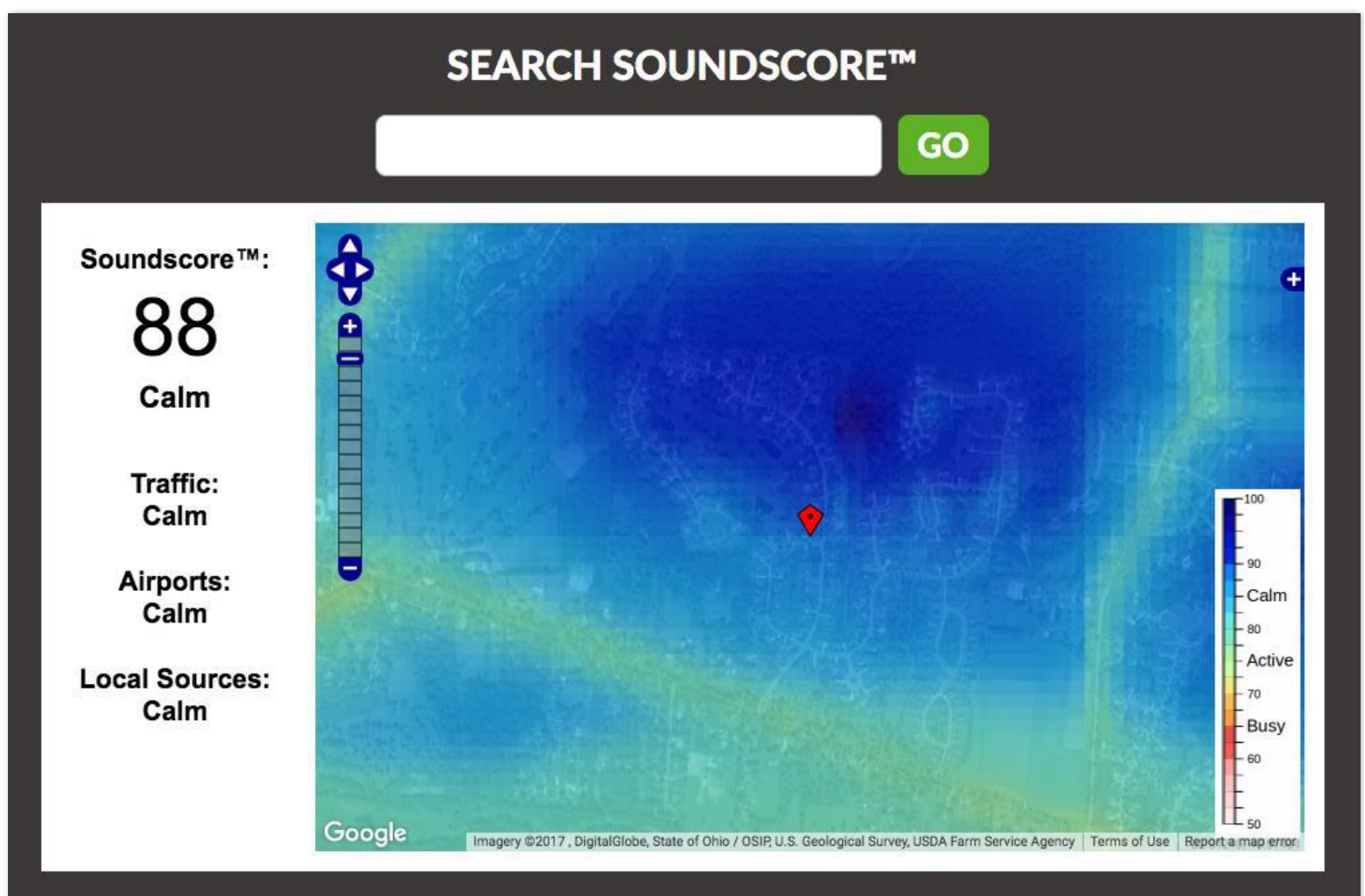
Scores range from 100 (you can hear a pin drop) to 50 (frat party), and the heat map gives buyers a visual understanding of how sound radiates around your neighborhood.

Low noise levels attract families who crave peace and quiet. High noise levels can be a warning for people who need a home in a silent spot. That's where you come in.

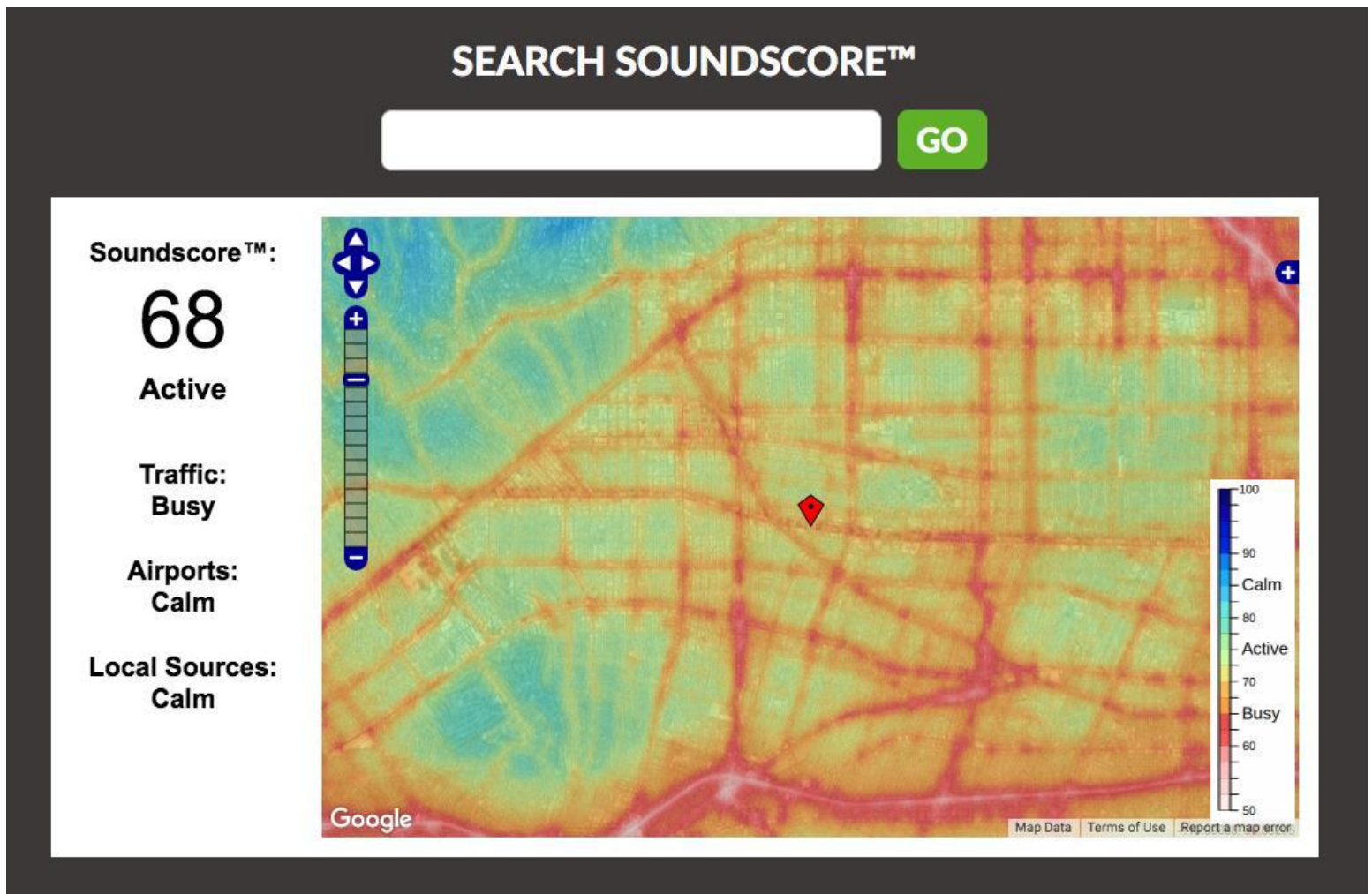
If you have a Soundscore above 70, your real estate agent should call out the score in your listing.

Try this for your listing description:

“with a Soundscore of 88, the area is pretty quiet. You’ll be able to sip your morning green tea and listen to blue jays chirp off the cherry wood balcony.”



If you live in a busy area with a Soundscore below 70 (aka you hear traffic or crazy college kids at 3am), you can still put the actual number in your listing but make sure to play up the walkability and upbeat action of the place.



A low score *could* mean that, though you hear that group of ladies screaming about their online dating apps at midnight en route to the bars, you're next to the best restaurants and shops in town.

Your listing could read like this:

“The location of this turn of the century loft is even better than the original hardwood floors throughout and the stained glass on the stairwell. Michelin star restaurants sit next to designer boutiques and trendy bars with cocktail lounges line the streets.”

Or maybe something like this:

“The town’s main watering hole and grocery store is just a short walk from the house. You’ll have quick access to the freeway if you’re a busy downtown commuter--just hop on the 1 and you’ll be at the office.”

Soundscore’s number isn’t in those two descriptors but you’ve influenced the prospective buyer before they’ve done their research.

Now, when the buyer hops on to Soundscore and looks up your address, they automatically associate the “Active” rating with good times, dinners with family friends, errands at the local market, or an easy commute.

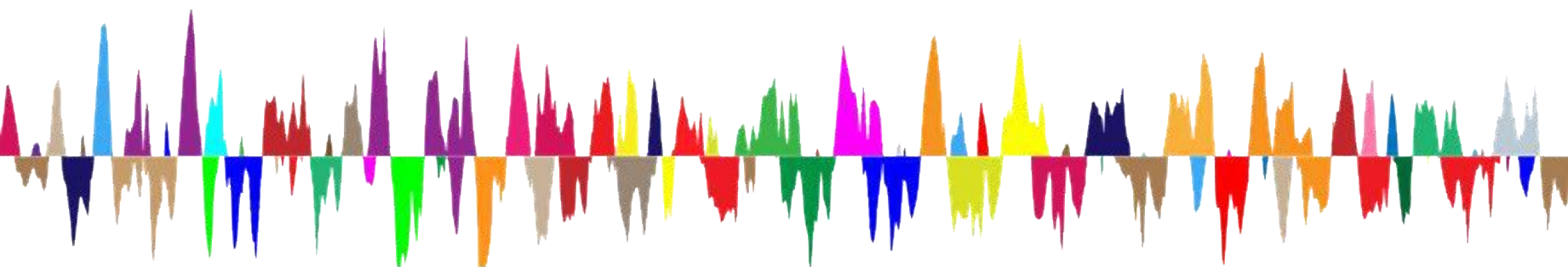
Sure, it’s loud where you live, but location is everything.

Bring your real estate agent your Soundscore number and a description to make the number come to life for the prospective buyer.

The more specific you get, the better.

When a little spin won’t work, another strategy for a home with a ton of sound pollution is to fix the problem from the inside out. Put in double paned windows for rooms that face the street.

Then, in the listing you can talk about the double pane windows as a positive feature of the house that keeps the sound out and the rooms quiet.



GreatSchools: Rate Schools with Objective Insights



Families are drawn to homes in school districts with top performing schools.

No matter how many azaleas, rosebushes, and orange trees are in the backyard, and no matter how beautiful the crown molding details are, parents will always care most about a great education for their kids.

They want their children to get the best possible education, it's as simple as that.

[GreatSchools](#) rates schools on a scale from 1-10. 1-3 is considered “below average,” 4-7 is “average,” and 8-10 is “above average.”

The website takes student performance on standardized tests, college prep, and quantity of material learned per year into [account](#).

Guide your child to a great future

FIND A GREAT SCHOOL



EXPLORE PARENTING CONTENT

[RAISING KIDS](#) | [SCHOOL LIFE](#) | [WORKSHEETS](#)
[READING](#) | [MATH](#) | [EMOTIONAL SMARTS](#)

While all states rank schools on standardized test data, some states (such as Colorado, Illinois, Indiana, and Michigan) have more information listed on the site.

These states have information on the number of different classes schools have and rank schools based on “student growth” and “college readiness” in addition to standardized test scores.

You can look up ratings on GreatSchools by school district or by school.

A few caveats about GreatSchools Data:

Information about private schools in the GreatSchools network is limited. While you can see parent reviews of the schools, no other data is available.

Due to legal restrictions, you **can't include any GreatSchools data or school suggestions in the actual listing** but you should be aware of how your home stacks up.

Great elementary schools 1534 homes in Austin near highly rated schools



[See more listings](#)

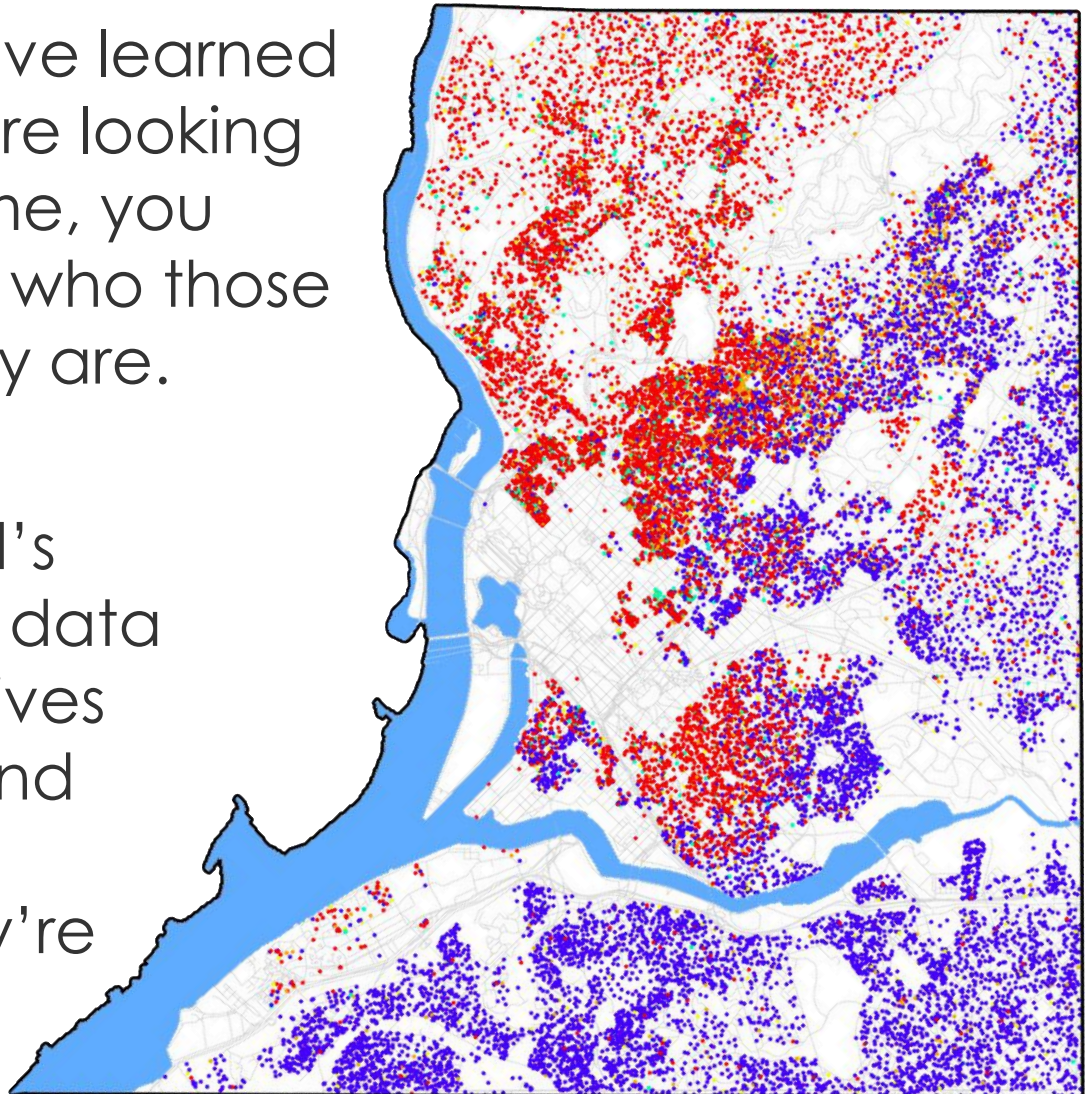
Zillow allows you to search for homes near “Great Elementary Schools,” high schools, and middle schools, so we know that even though you can’t put the GS data in your listing, buyers are paying attention.

Know Your Buyers and Speak to Their Needs

Chapter 2

Now that you've learned what buyers are looking for in your home, you need to know who those buyers actually are.

Your neighborhood's demographic data tells you who lives in your area and the kinds of amenities they're looking for.



For example, young millennial buyers might be more interested in nightlife and Walkability while older buyers may crave quiet, safe streets.

Once you look into your county's demographics you can point out small details that might be relevant to your area's specific type of buyer, which can make a big difference in your home's marketing.

Granted, don't pander entirely to one specific group in the whole listing blurb--you don't want to alienate any buyers. Small targeted statements can go a long way to appeal to the largest market of potential buyers in your area.

How do you find the demographics in your area?

The [National Association of Realtors](#) pulled together research in June of 2016 on [The Best Purchase Markets for Aspiring Millennial Homebuyers](#).

You can also find the data for the demographics in your area from the [US Census interactive population map](#), a comprehensive resource that lays out the median age, sex, family size, and more of your county.

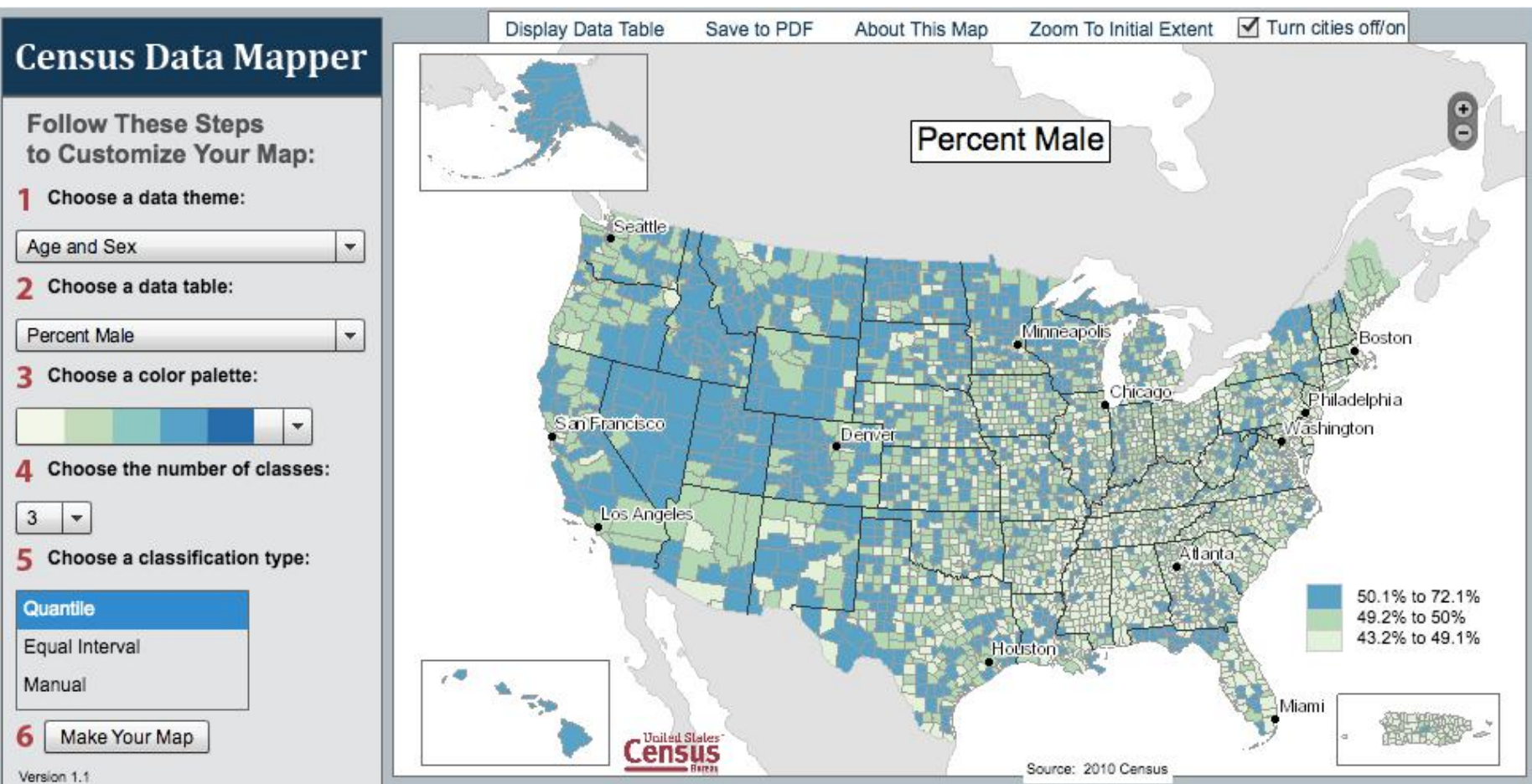
Go through these 2 simple steps to determine your ideal buyer's characteristics and craft the best pitch:

Step 1:
Pull up the interactive U S Population map.

Step 2:
Zoom in and find your county on the map.

Step 1:

Pull up the interactive US Population map.



Using the “Family and Housing” map you can look at the average family size in your area.

Are you marketing to empty nesters/young couples who haven't started their families yet? Big families with four kids who need access to great schools?

With the “Age and Sex” map you can see the average age of people who live in your county.

You'll know whether to play up the slow-paced life of the place or the active nightlife and great restaurants nearby.

To show you how to use the tool we'll walk you through the "Age and Sex" map but you can give the "Family and Housing" map a try too.

1

On "Choose Data Theme" select "Age and Sex"

The screenshot shows the 'Census Data Mapper' interface. On the left, a sidebar contains instructions: 'Follow These Steps to Customize Your Map:'. Step 1, 'Choose a data theme:', has a dropdown menu with 'Age and Sex' selected and highlighted by an orange arrow. Other options include 'Population and Race' and 'Family and Housing'. Step 3, 'Choose a color palette:', shows a color bar with a blue-to-green gradient. Step 4, 'Choose the number of classes:', has a dropdown set to '3'. Step 5, 'Choose a classification type:', has 'Quantile' selected. Step 6, 'Make Your Map', is a button. The main map area displays a choropleth map of the United States titled 'Percent Male'. A legend on the right indicates three categories: 50.1% to 72.1% (dark blue), 49.2% to 50% (medium blue), and 43.2% to 49.1% (light blue). The map shows higher percentages in the Northeast and West Coast. The interface includes navigation tools like 'Display Data Table', 'Save to PDF', and 'Zoom To Initial Extent'.

This setting will give us visibility into the traits and characteristics of our ideal buyer.

2

For “Choose a data table,”
select “Median Age”

The screenshot shows the 'Census Data Mapper' interface. On the left, there are three numbered steps: 1. Choose a data theme (set to 'Age and Sex'), 2. Choose a data table (with a dropdown menu open showing 'Percent Male', 'Percent Female', 'Percent 65 years and over', 'Median Age' (highlighted with an orange arrow), 'Median Age, Male', and 'Median Age, Female'), and 3. Choose a classification type (set to 'Quantile'). The main map area displays a choropleth map of the United States titled 'Percent Male'. A legend in the bottom right corner shows three color-coded categories: 50.1% to 72.1% (dark blue), 49.2% to 50% (medium blue), and 43.2% to 49.1% (light blue). Major cities like Seattle, Minneapolis, Chicago, Philadelphia, Washington, Denver, Houston, Atlanta, and Miami are labeled. The interface includes navigation tools like 'Display Data Table', 'Save to PDF', and 'Zoom To Initial Extent'.

We're trying to get an idea of how old the house hunters are in your area so that we can tailor our marketing to their tastes.

3

Pick whatever color palette strikes your fancy, and make sure the number of classes is 5.

The screenshot shows the 'Census Data Mapper' interface. On the left, there are four numbered steps for customization:

- 1 Choose a data theme:** A dropdown menu is set to 'Age and Sex'.
- 2 Choose a data table:** A dropdown menu is set to 'Median Age'.
- 3 Choose a color palette:** A color palette is selected, showing a gradient from light green to dark blue.
- 4 Choose the number of classes:** A dropdown menu is set to '5'. Two orange arrows point to the '5' option and the 'Equal Interval' classification type below it.

At the bottom of the left panel is a 'Make Your Map' button and 'Version 1.1' text.

The main map area displays a choropleth map of the United States titled 'Percent Male'. The map is color-coded according to the selected palette and 5-class equal interval classification. A legend in the bottom right corner shows the following ranges:

- 50.1% to 72.1% (Dark Blue)
- 49.2% to 50% (Medium Blue)
- 48.3% to 49.1% (Light Blue)
- 47.4% to 48.2% (Light Green)
- 46.5% to 47.3% (Dark Green)

Map controls at the top include 'Display Data Table', 'Save to PDF', 'About This Map', 'Zoom To Initial Extent', and a checked 'Turn cities off/on' option. Major cities are labeled on the map, and there are inset maps for Alaska and Hawaii.

This will break down the data into small chunks so that you get a more accurate spread.

4

Make sure the classification type is set to “Equal Interval” so that the range between each age is equal.

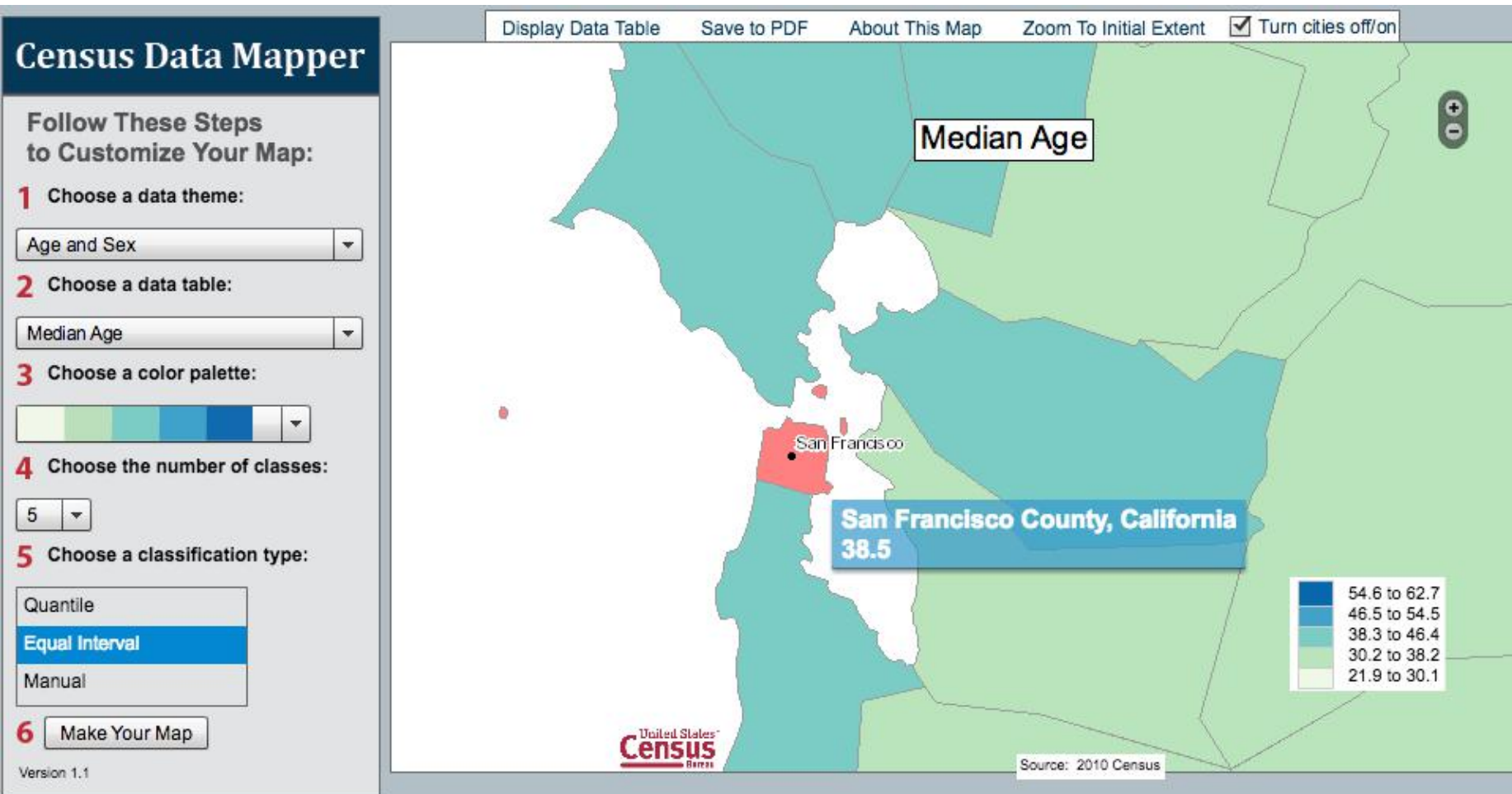
The screenshot shows the 'Census Data Mapper' interface. On the left, there are six steps to customize the map. Step 5, 'Choose a classification type:', has three options: 'Quantile', 'Equal Interval', and 'Manual'. The 'Equal Interval' option is highlighted in blue, and an orange arrow points to it. A tooltip next to it says 'Equal Interval means that the class ranges are equally distributed.' Below the options is a 'Make Your Map' button. The main map area shows a map of the United States titled 'Percent Male' with a legend on the right showing three color-coded ranges: 50.1% to 72.1% (dark blue), 49.2% to 50% (medium blue), and 43.2% to 49.1% (light blue). The map is zoomed in on the eastern United States, showing major cities like Seattle, San Francisco, Los Angeles, Denver, Minneapolis, Chicago, Philadelphia, Washington, Atlanta, Houston, and Miami. At the top of the interface, there are buttons for 'Display Data Table', 'Save to PDF', 'About This Map', 'Zoom To Initial Extent', and a checked checkbox for 'Turn cities off/on'. The version number 'Version 1.1' is visible at the bottom left, and the source 'Source: 2010 Census' is at the bottom right.

5

Hit the Make Your Map Button!

Step 2:

Zoom in to find your county on the map.

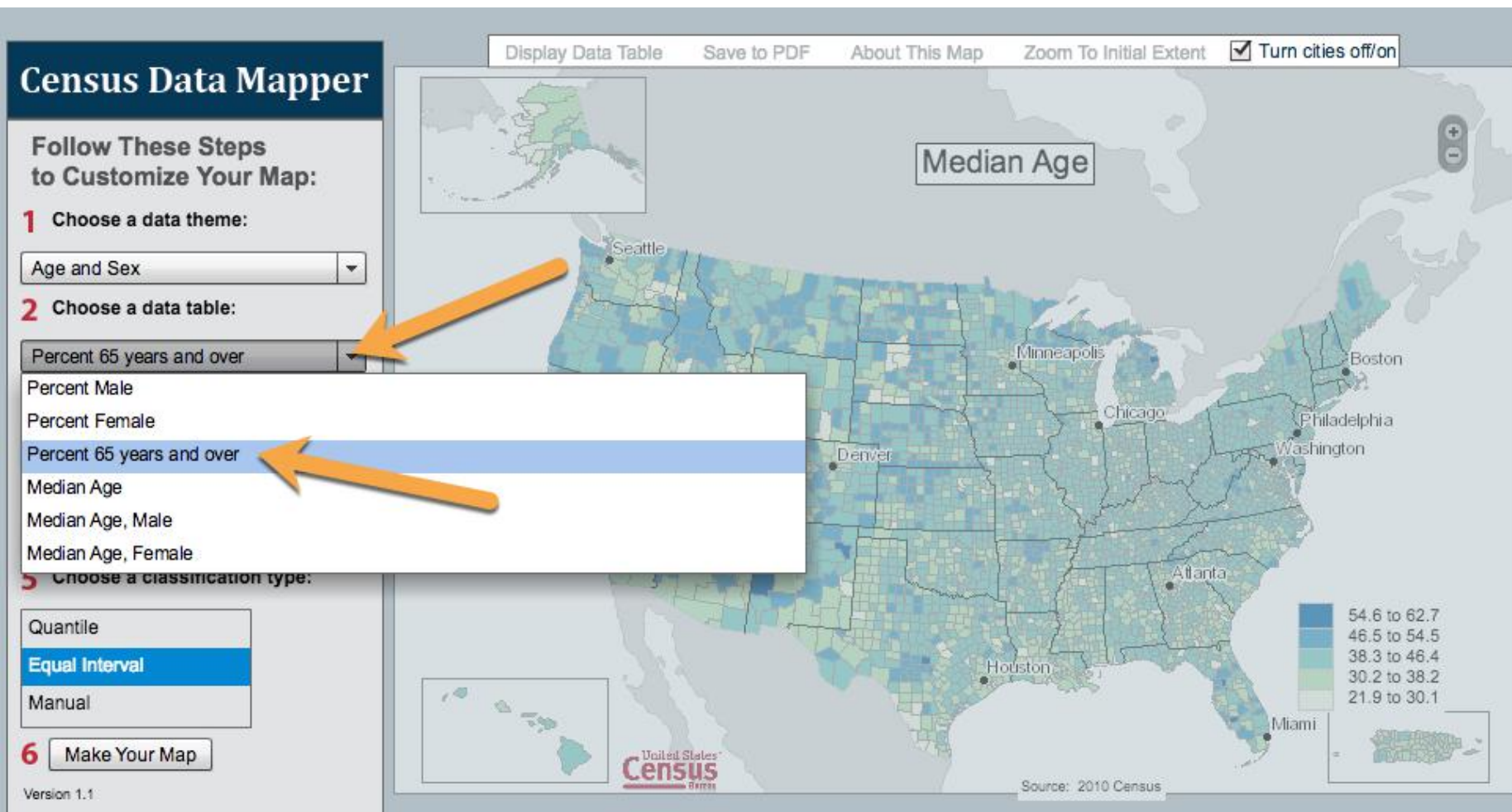


What's most important about the demographics of your neighborhood is the research you do beforehand.

The numbers you come up with will influence the way you write your listing description, but for legal reasons you can't actually write percentages in.

For example, 43.4% of residents are over 65 in Sumter County, FL.

We figured that out with the “percent of residents over 65” filter on our demographic map.



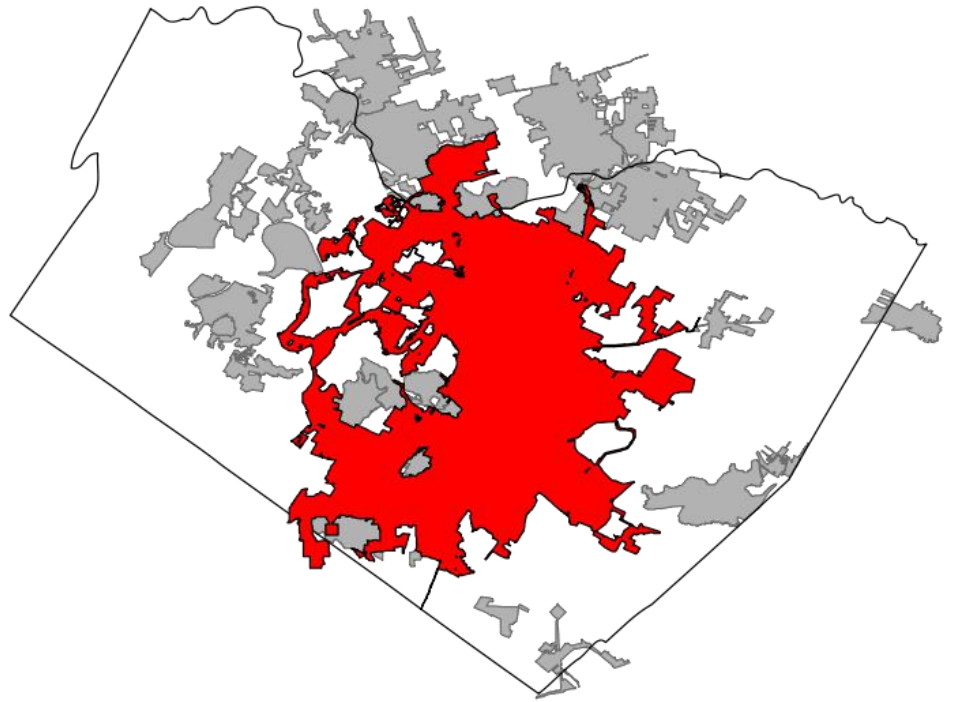
If you find that there is a high saturation of older residents in your county like in Sumter, consider adding in a snippet like this:

“People pay attention to the sunset and sunrise here, where the pace of life is relaxed, enjoyable, and slow. There is a wide selection of golf courses and parks are nearby.”



You might live in a place like Austin, Texas where 31.9 is the median age.

NAR actually ranked the city as the top area for millennials looking to purchase a home.



In Austin, the “millennial pitch” might sound a little something like this:

“Step out for a drink on Dirty Sixth or stuff your face with barbecue at Franklin. Tap into the underground music scene at nearby bars where you can hear incredible sounds from top musicians in the area every single night.”

You can use that formula for any millennial-heavy city. Just take the most popular restaurant in the area and play up nightlife and location.

As you use these new tools, try and appeal to the largest group of buyers you can.

Grace Miranda sums it up well:

“When you’re listing...you want broadest reach and appeal possible. Say you have 100 buyers for a specific property. For 25 of them the Walk Score is going to be important.

10 of them are going to want a big backyard...you just have to appeal to all of them. It’s just about putting as much data out there. Then let them decide.”

Use New Technology to Reach Buyers Where They Actually Are

Chapter 3

The last 10 years have changed the way homeowners reach potential buyers.

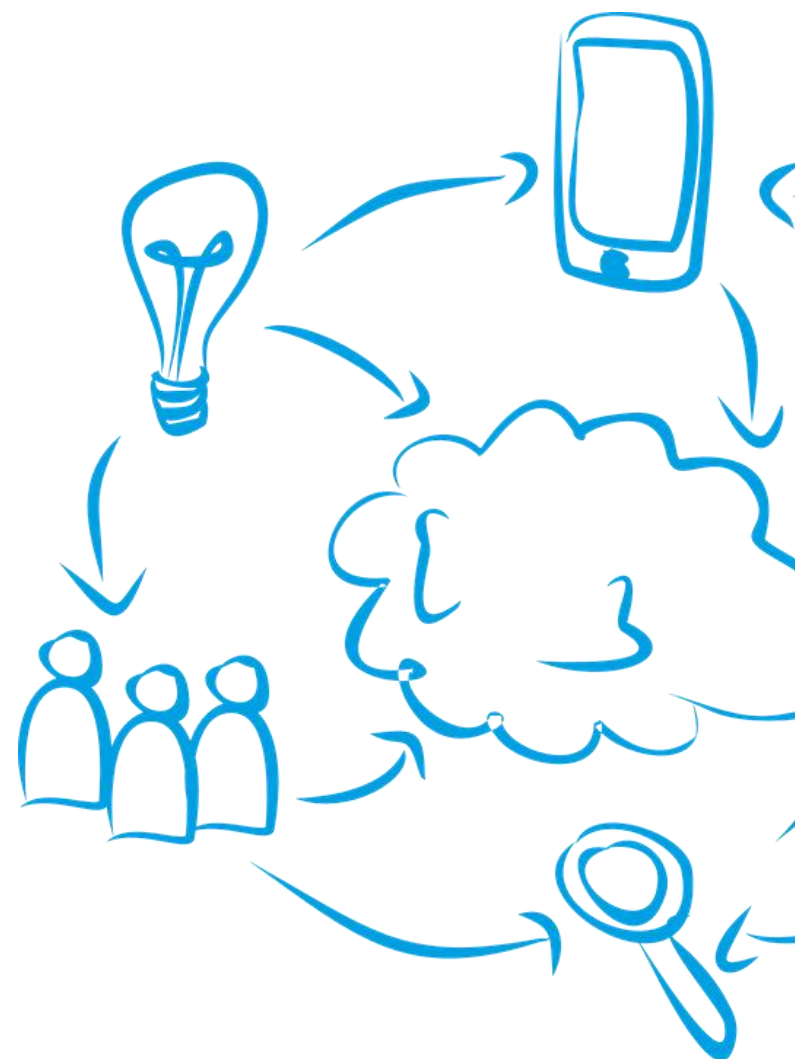
Word of mouth, private showings, and open houses used to be the first time a house hunter came in contact with your home.

Now, with internet savvy buyers who like to do their research, you need your home to show up on the websites and mobile apps they're browsing if you're going to get any face time at all.

Here's what happens now:

A home is listed on the MLS (Multiple Listing Service) by the seller's agent and the listing is distributed to hundreds of third-party websites.

Home buyers can see your home in search results on property listing sites like Zillow, Trulia, and Realtor.com.



A good real estate agent can take that one step further by getting your home on Facebook, Pinterest, YouTube, and Google.



In September 2016, **Facebook** had **1.18 billion** active daily users.

The National Association of Realtors (NAR) cited the median age of [first-time buyers as 32](#). NAR found the median age of repeat buyers to be 52.

Facebook reports that people aged 25-34 makeup [51.1% of Facebook users](#) and people aged 45-54 make up 31.5% of Facebook users.

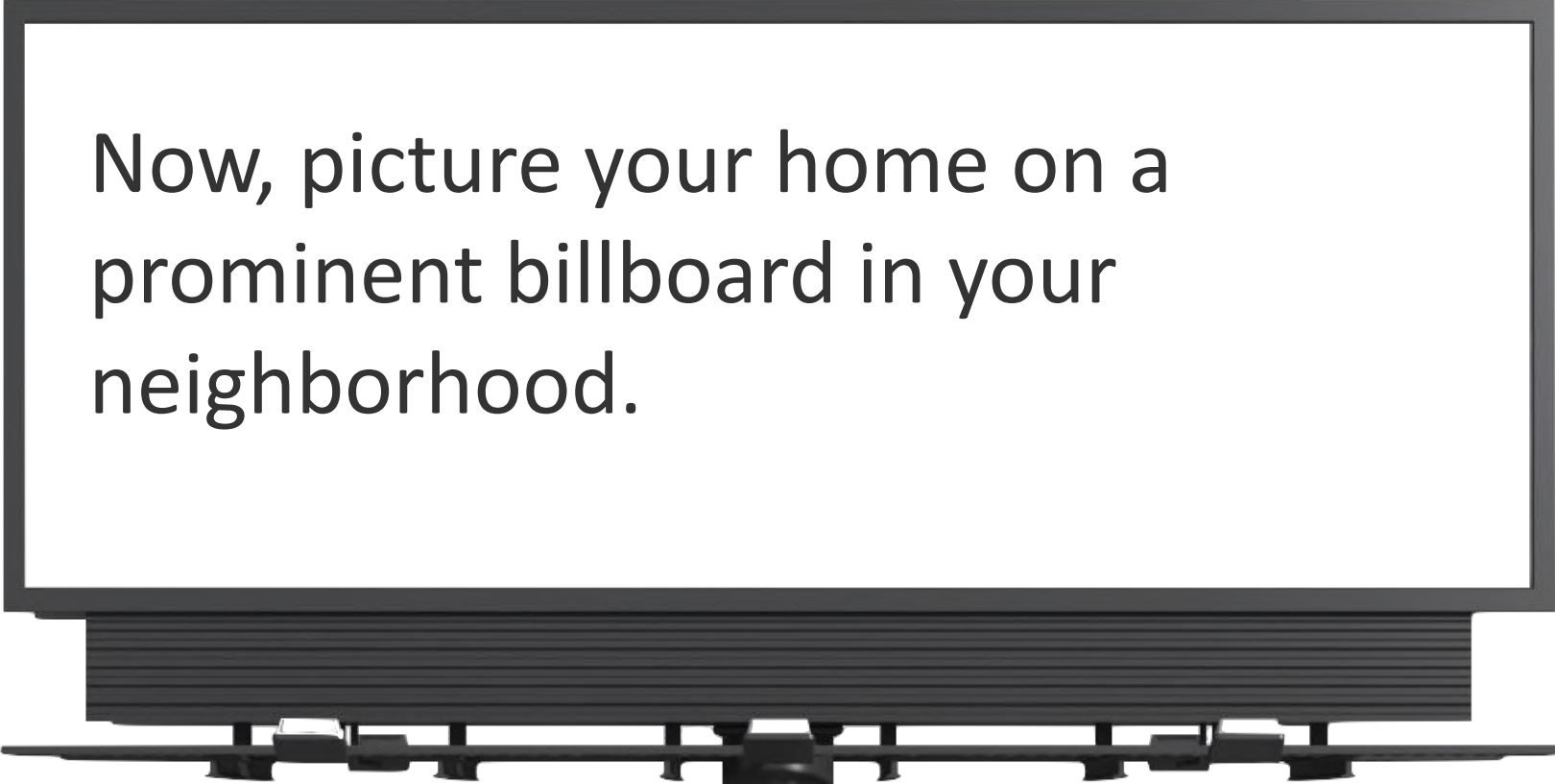
Your potential buyers make up a *huge* chunk of the people who use Facebook every day. Facebook ads get your home out in front of all of these people.

Imagine that you gave a flyer for your home to every single one of your friends.

They see it once, and then it ends up on the bottom of their recycling bin with the remnants of wilted spinach.



Not a great place to advertise, right?



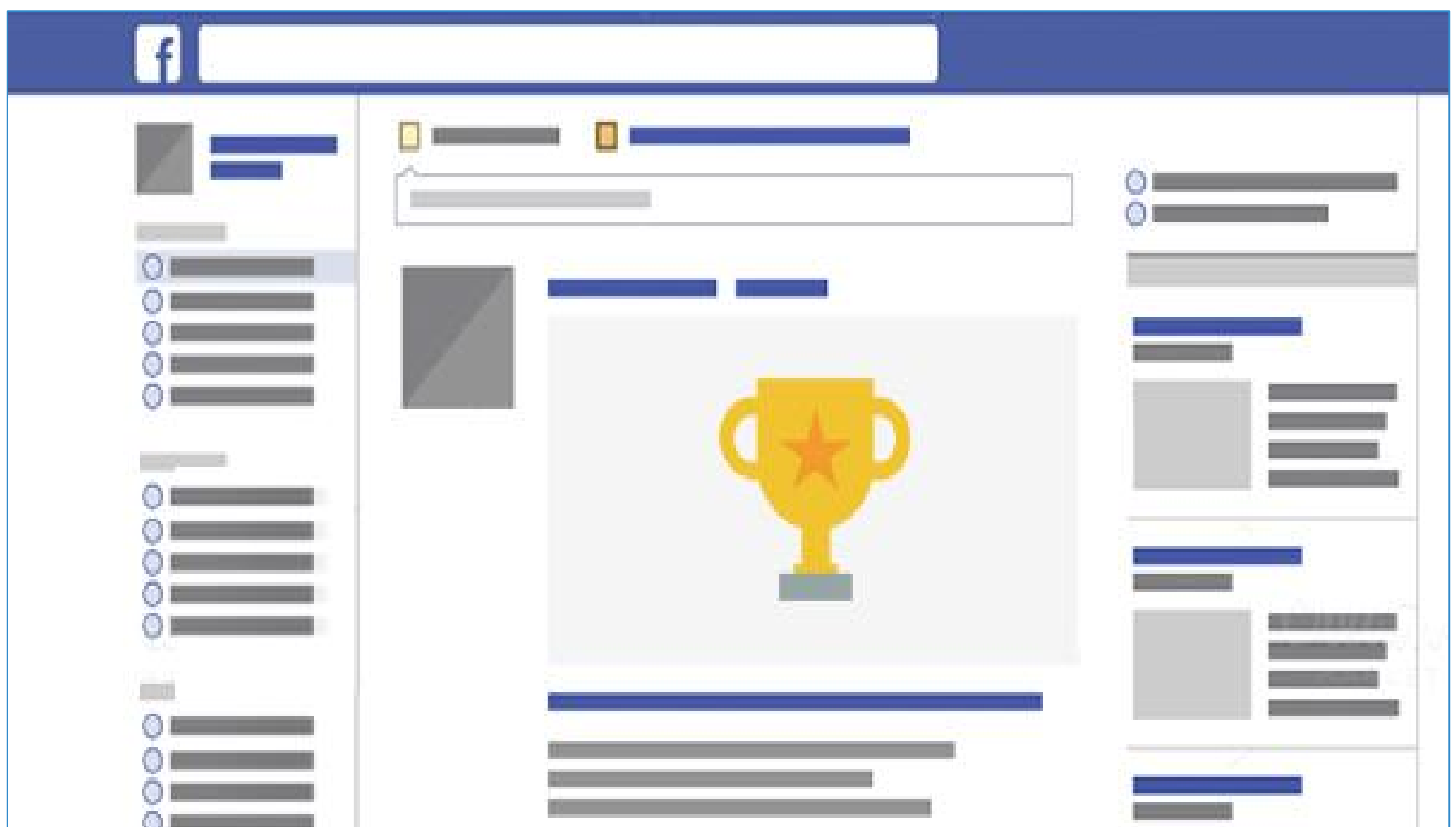
Now, picture your home on a prominent billboard in your neighborhood.

You already did your demographic research and learned that residents in your area are around the age of median first-time or second-time buyers.

Potential buyers walk to grab coffee or run an errand and see your billboard front and center--and now they're thinking about your home.

That's how Facebook ads work.

Rather than blasting out your home to just your network (or your real estate agent's network) once, Facebook ads target a localized and age-specific group while they're browsing through their newsfeed or other pages.



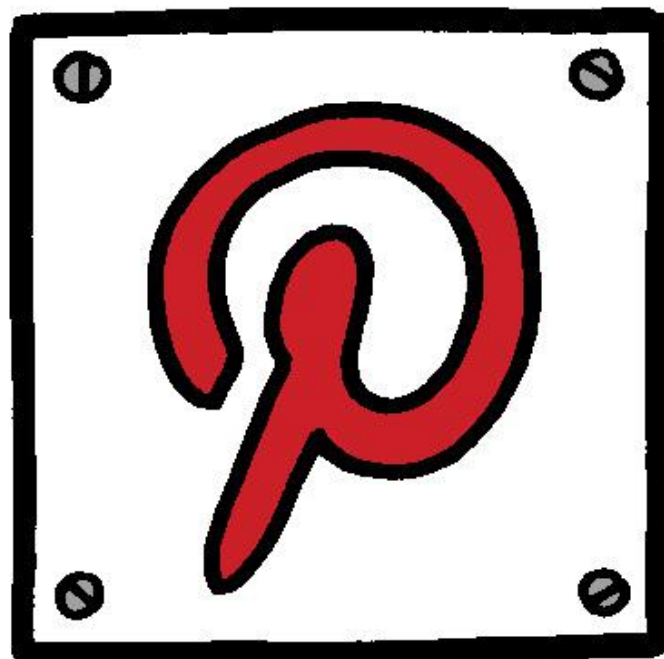
When your ad runs, it pops up on the sidebar and acts as an online billboard. You'll reach buyers beyond your real estate agent's immediate network.

Pinterest, like Facebook, has a huge user base with [110 million active people](#) browsing the site per month.

28% of Pinterest users are 30-49 years old, so the platform gets a good chunk of eyes from your target age range.

With the average user spending 98 minutes on the platform per month, placing a “billboard” on the site is a good time investment.

Speaking of which, you should throw a “billboard” up on YouTube, too.



Home Reno Before...
6 Pins



Insider Real Estate...
3 Pins



Over [1 billion people use YouTube](#), there are more people in your target demographic who watch YouTube videos than any cable TV network.



That's a pretty big deal.

[Bill Gassett](#), the #3 real estate agent in all of Hopkinton, Massachusetts and owner of [Maximum Real Estate Exposure](#), points out:

“The nice thing about YouTube is... if you optimize it well and somebody searches by address it will almost always appear in the first page of Google.”

If a buyer Googles your home address, a video of the property on YouTube will show up in the search results, and they can take an immediate [virtual tour](#) of the place.

Google acts as an online resume where you can present your home across multiple channels.

Get Your Home in Front of Potential Buyers with Facebook Ads

facebook

Let's start with the Facebook ad campaign first as that platform has the largest potential audience and the best targeting capabilities.

You and your real estate agent need to make sure you are taking full advantage of Facebook's features.

Here's how to use Facebook ads for real estate:

1. Have your real estate agent go to their business page and ads manager. Then, click "create an ad."
2. Set your "Marketing Objective" as local awareness so that your home reaches people in the area looking to move.

What's your marketing objective?

Auction **Reach and Frequency**

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
<input checked="" type="checkbox"/> Local awareness	Engagement	Product catalog sales
Reach	App installs	Store visits
	Video views	
	Lead generation	

Local awareness
Promote your business to people who are nearby.

Campaign Name

Continue

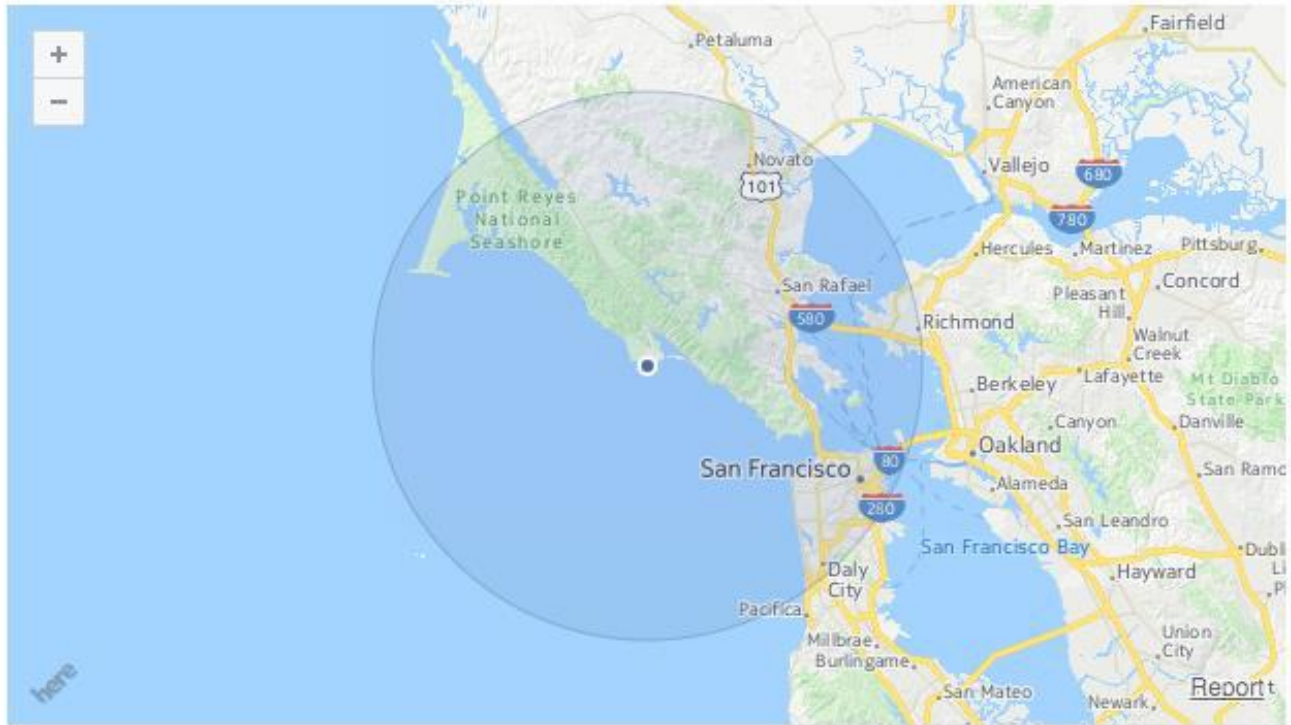
Campaign Spend Limit

- You can set the radius as far as 50 miles, and you should target people 32 and above, since NAR says the median age for new home buyers is 32 and the median age for repeat buyers is 52.

Page
Choose the Facebook Page you want to promote.

Facebook Page +

Audience
Define who you want to see your ads. [Learn more.](#)



Your Address Radius

Age -

Gender All Men Women

FYI: Promote your agent's Facebook business page.

4. Select how you want your ad to look.

We recommend the photo carousel format so that you can put all of the listing photos for buyers to scroll through right in the ad.

Instagram Account
homelight.inc

Connect your Instagram accounts in Business Manager.

Text
Home for Sale: Your Address, List Price

Destination

Page (HomeLight)
 Website URL

Cards

Automatically show the best performing cards first
 Add a card at the end with your Page profile picture

1 2 3 +

Image Video / Slideshow Remove

Image
Select Image

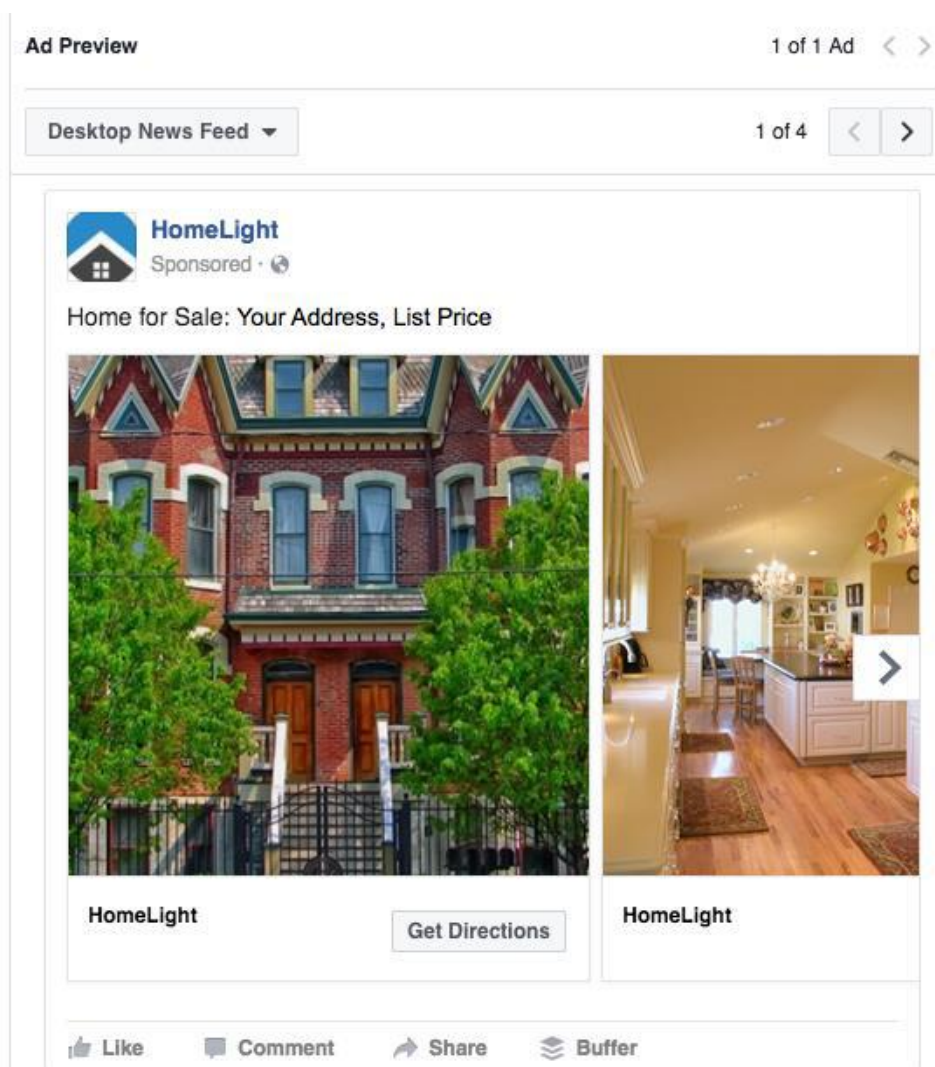
IMAGE SPECIFICATIONS

- Recommended image size: 1080 x 1080 pixels
- Recommended image ratio: 1:1
- To maximize ad delivery, use an image that contains little or no overlaid text. Learn more.

For questions and more information, see the Facebook Ad Guidelines.

Headline 31
Gorgeous [Your City] Home For Sale!

Destination URL 999
Your real estate agent's website



5. Title the ad:
“Home for Sale:
(Your Address)”

6. Start uploading those listing photos!

Instagram Account
homelight.inc

Connect your Instagram accounts in Business Manager.

Text
Home for Sale: Your Address, List Price

Destination

- Page (HomeLight)
- Website URL

Cards

- Automatically show the best performing cards first
- Add a card at the end with your Page profile picture

1 2 3 **4** +

Image Video / Slideshow Remove

Image

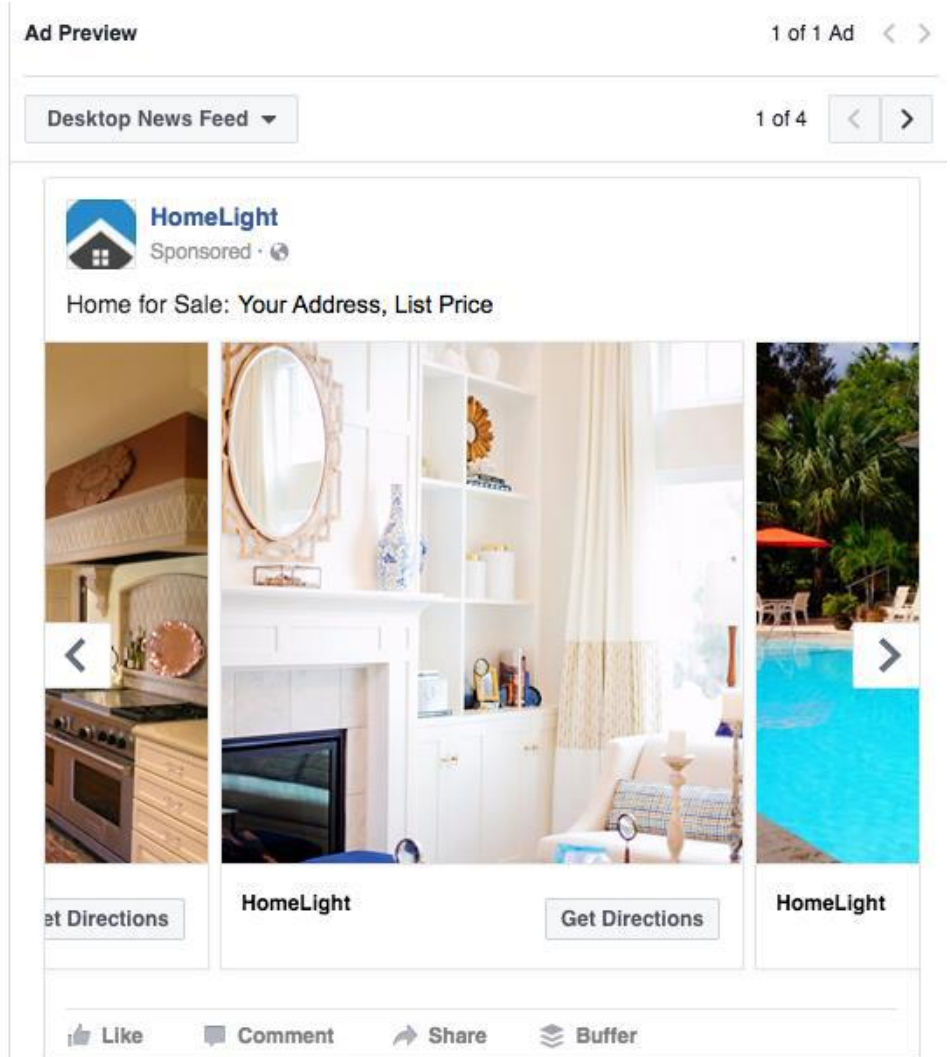
Change Image Crop Image

backyard:pool.jpeg – 541 x 733

For questions and more information, see the Facebook Ad Guidelines.

Headline 40
Gorgeous [Your City] Home For Sale!

Destination URL 999
Your real estate agent's website



Pro Tip: Hire a Professional Real Estate Photographer for the Best Results!

Use Pinterest to Give Virtual Home Tours

Pinterest is a different platform style than Facebook--and it's a positive difference for you. On Facebook you post an article, a photo, or a status, and it goes out to all of your friends once.

Then, after it sits on their "News Feed" for a few days (the place on the site where you scroll through all new posts), you [won't see likes or comments on your post](#) anymore because it's too old.

On Pinterest, the pictures you save (or, in Pinterest lingo, the "pins" you "pin") have a much longer lifespan. Your "pins" show up in search results, on your followers' home pages, and within relevant categories.

A "pin" from two or three years ago could pop up while you're browsing because it has had so many likes, "re-pins" (where someone saved the pin to their page), or because it's relevant to things you've liked in the past.



The “billboard” strategy you need Facebook ads for just happens naturally on Pinterest.

That’s why we’re going to teach you how to build your listing into a Pinterest board and add words with “hashtags” so that pictures of your home pop up when people search for homes for sale in your area or while they browse around the site.

You can also choose to do Pinterest ads (their ads go by “Promoted Pins,”) if you want to absolutely make sure your Pins reach the right demographic--but why pay for pins you can create for free yourself?

We’ve created an example home listing on our own [Pinterest board](#) so that you can visualize the process and see how we put our board together.



This 1907 house has a Walkscore of 96, and it's just around...
Saved by



The living room has built in shelves, crown molding, and a...
Saved from



The kitchen is updated with top of the line appliances and...
Saved from ehow.com



The master bedroom is large enough for a king bed and a...
Saved from nuts4stuff.blogspot.com

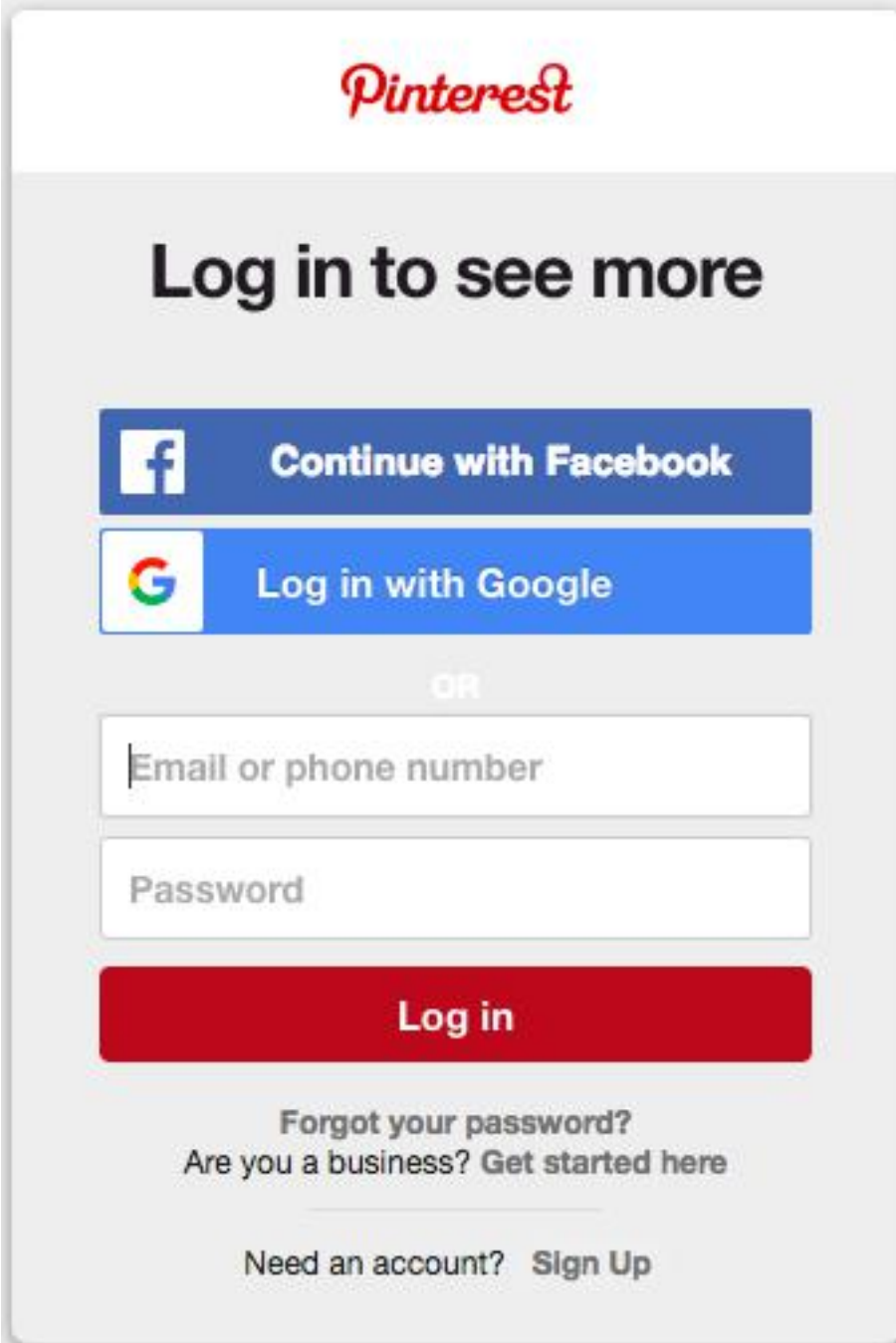


This spa-like oasis is the en suite of the master bedroom...
Saved by HomeLight

Here's how to get started:

1. First, you'll need to make sure that your [real estate agent has a Pinterest](#) account.

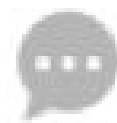
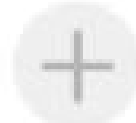
Though you could post your listing on your own Pinterest, your real estate agent has a network of other agents to whom they can send your listing.



The image shows the Pinterest login interface. At the top is the Pinterest logo. Below it is the heading "Log in to see more". There are two social login options: "Continue with Facebook" and "Log in with Google". Below these is the word "OR" and two input fields for "Email or phone number" and "Password". A red "Log in" button is positioned below the input fields. At the bottom, there are links for "Forgot your password?", "Are you a business? Get started here", and "Need an account? Sign Up".



Search



2. Every folder of pictures and ideas (“pins”) you create on your own Pinterest account is called a “board.”

Click on the circle icon of your profile picture in the upper right hand corner and click “My Profile” in the dropdown menu.

My profile

Settings

Billing

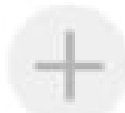
Ads support

Help

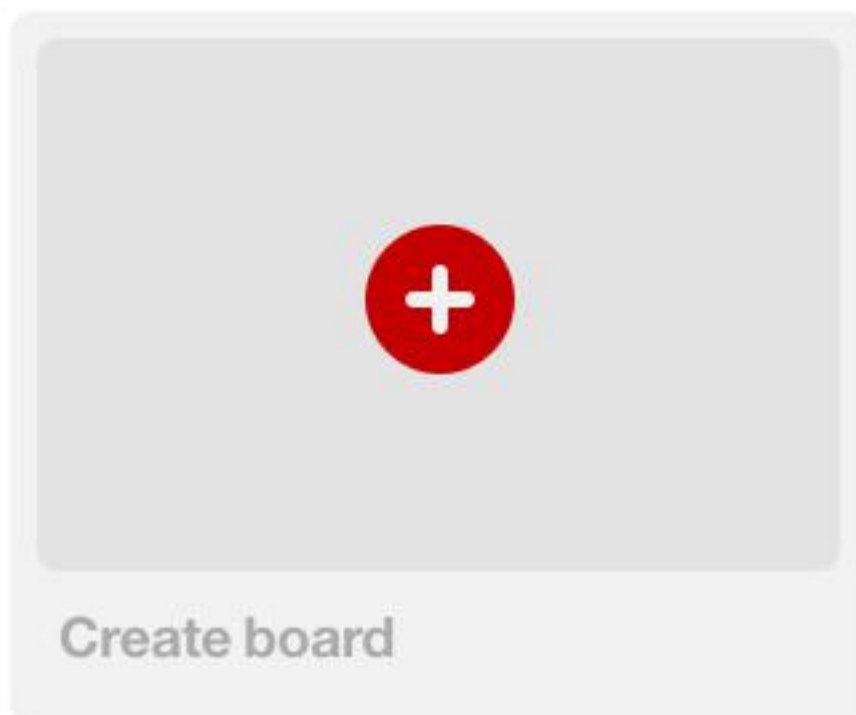
Logout



Search



3. Click the red plus sign to "Create Board."



4. Title your board: "Home for Sale: (Your Address)."

Create board ×

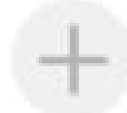
Name

Secret No [Learn more](#)

Cancel Create



Search



5. As you create your board, make sure to save it in the “home decor” category.

Under board description, take a short summary from your listing blurb and copy and paste it in.

Edit your board Home for Sale: Number, Street Name, Cit... ✕

Name

Home for Sale: Number, Street Name, City, State

Description

This 1907 house has a Walkscore of 96, and it's just around the block from a Michelin star restaurant, popular bars, and the neighborhood's main drag of boutiques and eateries. The area is extremely walkable with many activities and animal-walking friendly streets. Listed at [Your List Price] #homes #forsale #yourstate #yourcity #realestate

Category

Home decor

Cover

Change

Secret

[Learn more](#)

No

Collaborators

[Learn more](#)

Name or email



HomeLight
You created this board

Delete board

Cancel

Save

Need an example?

This 1907 house has a Walk Score of 96, and it's just around the block from a Michelin star restaurant, popular bars, and the neighborhood's main drag of boutiques and eateries.

The area is extremely walkable with many activities and animal-walking friendly streets.

Listed at [Your List Price] **#homes #forsale**
#[yourcity] #[yourstate] #realestate

Notice those words in **bold**?

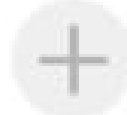
Those are the “hashtags.”

Hashtags are words that tell people what your photo or Pinterest board is about. They are short and sweet and are designed to place your pin into a category.

Think of them like color-coded file folders. These relevant hashtags like your city name, “real estate,” your state, “homes” and “for sale” will make your Pins more likely show up in search and browsing results.



Search



6. Now you're going to "save" your first "pin!"

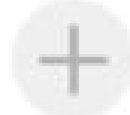
To make the "Save Pin" button appear, search for *anything* within Pinterest and pin it to your new "Home for Sale" board.

Don't worry, you'll delete this "test pin" later.





Search



7. All of your listing photos should be up on your real estate agent's website.

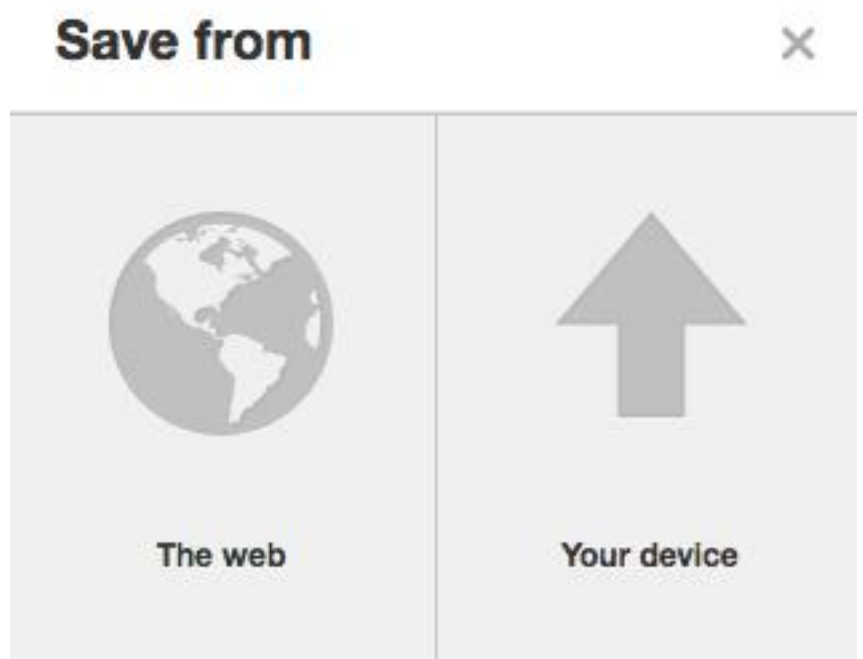
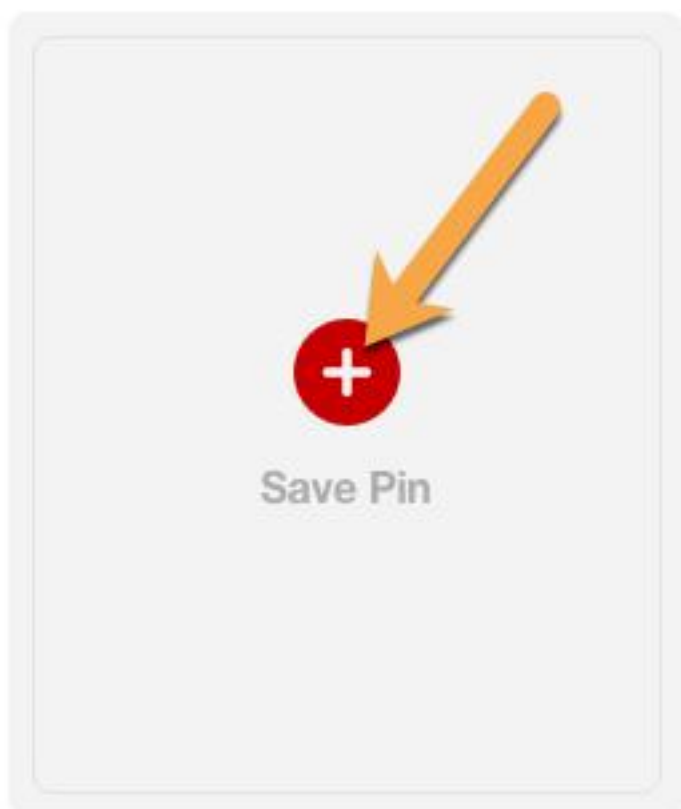
Go to the website and find your property.

Copy the listing URL.

 <https://www.youragentswebsite.com/your-homes-listing-information>

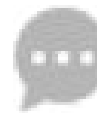
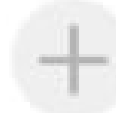
8. Then, go back into your new Pinterest board.

Click the “save pin” button and then “save from the web.”





Search

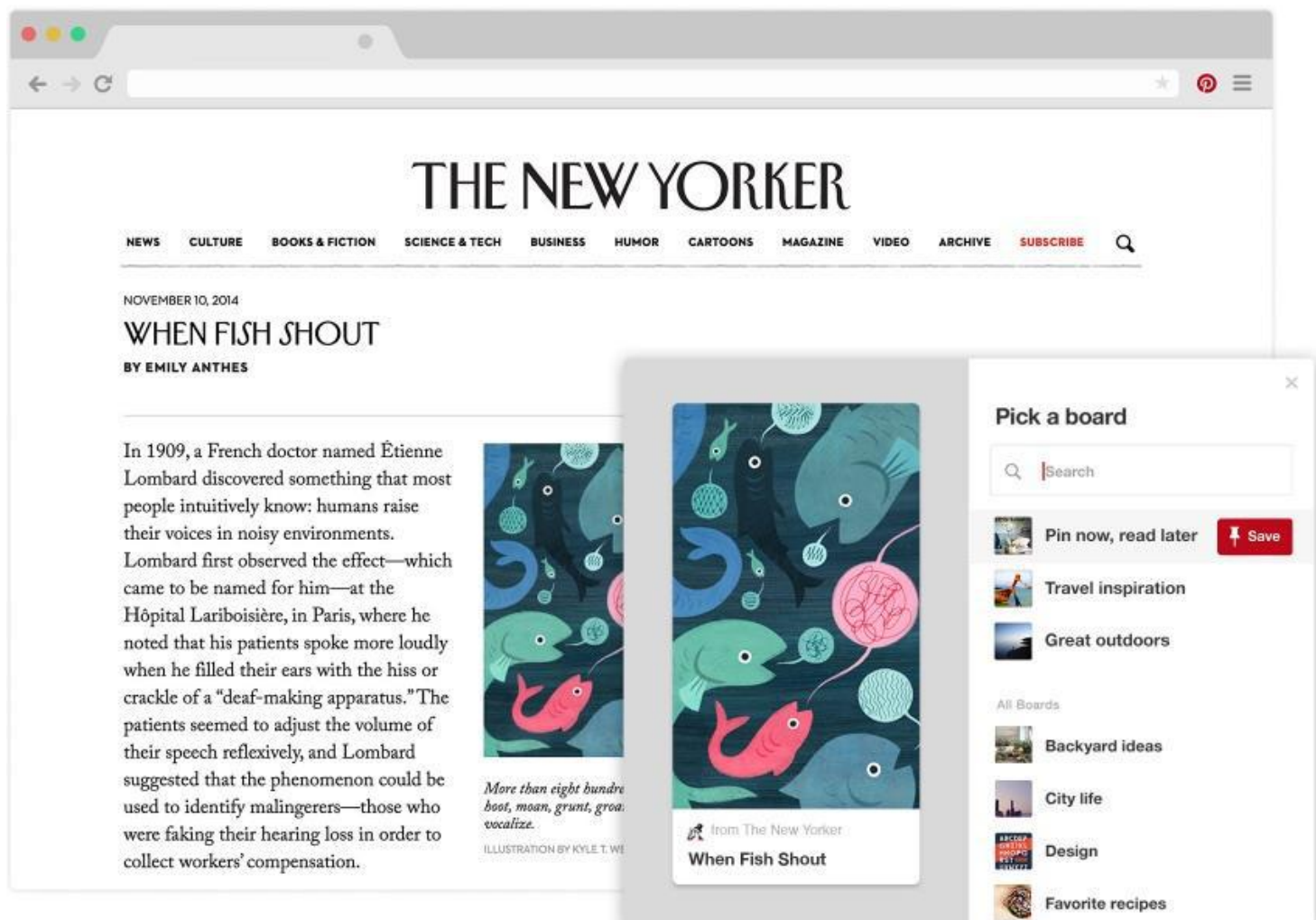


9. Pinterest might prompt you at this point to download the “Pin It” button.

Download it!

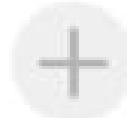
The button will pop up in your toolbar (the top right hand corner of your internet browser).

Next time you go to your Realtor’s website to save a listing photo, just hit that button and all of the pictures should pop up to save.





Search



10. Now's the time to create the pin!



The living room has built in shelves, crown molding, and a...

Choose board



Search

All boards



buy a home.



curb appeal.



design.



downsize.



Home for ...

 Save



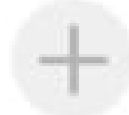
Create board



Under "Tell Us About This Pin," you'll copy and paste the part of the amazing listing blurb your real estate agent wrote for you that references that specific room.



Search



For example, for our living room pin, we put:

“The living room has built-in shelves, crown molding, and a fireplace for toasty winter evenings.

**#livingroom
#brightlivingroom
#chiclivingroom
#trendy #homes
#forsale #[yourcity]
#[yourstate] ”**

The hashtags help your photo show up in Pinterest search results when people search for those terms.

Edit Send Tried It! Save



Saved by HomeLight

Visit

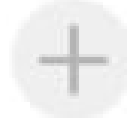
Comments

You saved to Home for Sale: Number, Street Name, City, State

The living room has built in shelves, crown molding, and a fireplace for toasty winter evenings. **#livingroom #brightlivingroom #chiclivingroom #trendy #homes #forsale #yourcity #yourstate**



Search



Go through this process until you've created a pin for every room/listing photo you have.

When all's said and done, your home's virtual tour board should look something like this:

[Follow board](#)

Home for Sale: Number, Street Name, City, State

11 Pins
45 Followers

This 1907 house has a Walkscore of 96, and it's just around the block from a Michelin star restaurant, popular bars, and the neighborhood's main drag of boutiques and eateries. The area is extremely walkable with many activities and animal-walking friendly streets. Listed at [Your List Price] #homes #forsale #yourstate #yourcity #realestate

The kitchen is updated with top of the line appliances and...

The master bedroom is large enough for a king bed and a...

This spa-like oasis is the en suite of the master bedroom...

This bathroom has a claw foot tub and is off one of the...

This gues bedroom is one of three additional bedrooms to the...

This 1907 house has a Walkscore of 96, and it's just around...

The living room has built in shelves, crown molding, and a...

The extra attic space (complete with chandelier) is ideal...

The entertainment room has original hardwood floors, a wet...

The backyard features a resort style pool

One of the home's four bathrooms, this bright, airy space...

Check it out:

[Home for Sale: An Example Pinterest Board for Your House](#)

Present a Video Walkthrough of Your Home With YouTube

Virtual tours on YouTube will actually show up on Google when prospective buyers search for your address.

Buyers don't even have to click through the real estate agent's website or go through Trulia or Zillow. They Google your address, see the video pop up in search results, and click play. It's as easy as that--and they didn't even have to get up off the couch.

Bill Gassett gets a good response from buyers who watch his [listing video tours](#) on the site.

“One of the things that I did a few years ago was that I created...signs that say, ‘Google this address’ so when somebody's driving by, they see that and they say, ‘Oh yeah, I can do that!’ And they Google the address.

What happens is: they'll see the video, they'll see the website, and then they'll see all the places that I've enhanced my listing, like...Zillow, Trulia, Realtor.com. I just know when they do that they're going to get a great presentation.”

Don't be overwhelmed trying to find a professional videographer to come over and take a video of your place. Bill uses a company called "[Real Estate Shows](#)" that combines your listing photos with music and makes the still images feel like a live video.

Some Realtors might already work with a professional videographer as part of their marketing strategy and are prepared to work with them.

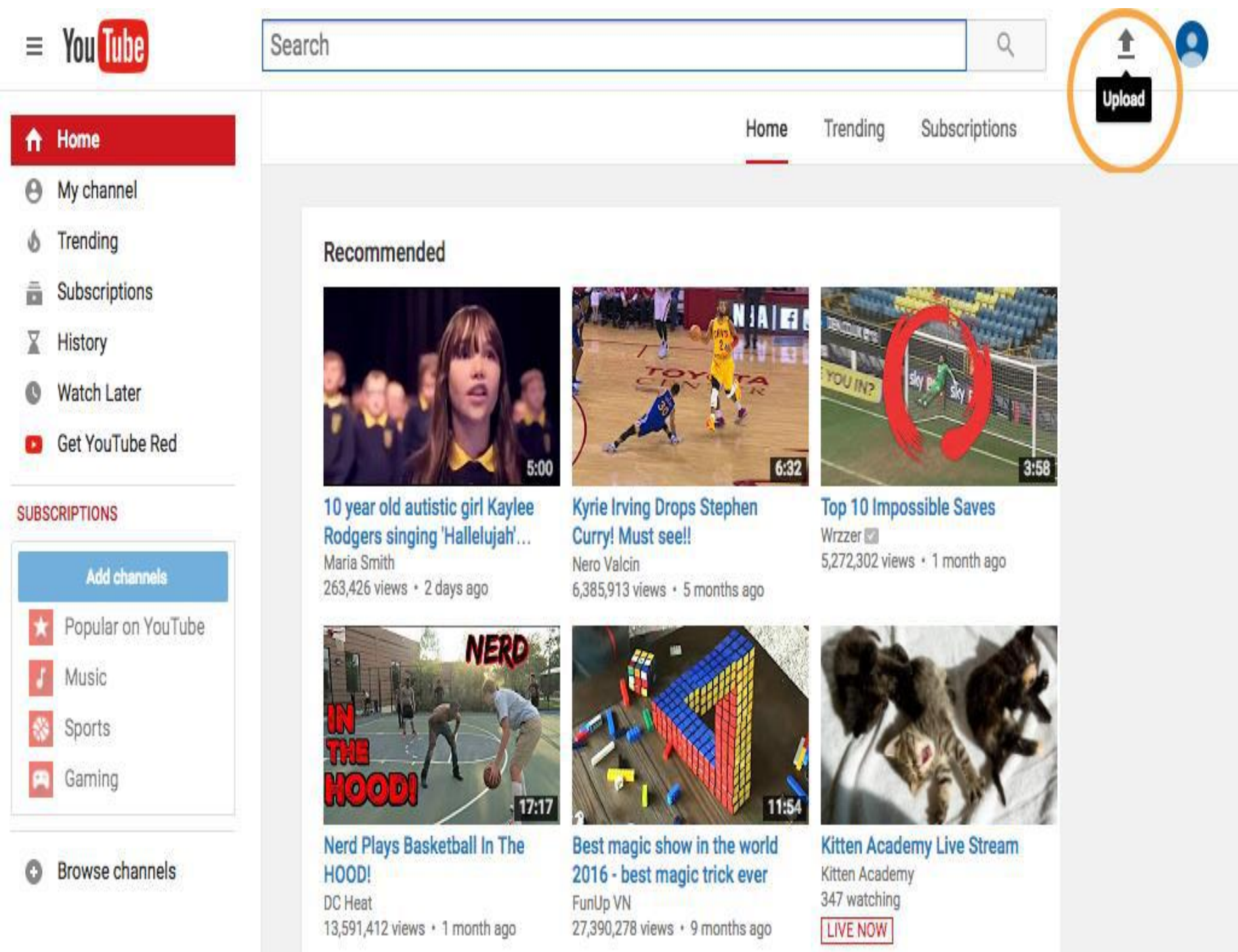
Ask your agent what they prefer. If your real estate agent is not planning on videoing your place? Opt for a software like iPhoto or iMovie where you can plop your amazing listing photos in, add a classical tune, and ship it to YouTube.

When Bill talks about "optimizing" the video on YouTube, he's talking about a similar process to what we did for Facebook and Pinterest.

The name of your video should be your address, city and then "Real Estate and Homes for Sale." Then, your listing goes in the description with a link to the listing on your real estate agent's website.

Here's how to upload your home's video walkthrough to YouTube:

1. Go to <https://www.youtube.com/> and click the "Upload" arrow




The image shows a screenshot of the YouTube homepage. The 'Upload' button, represented by an upward-pointing arrow, is circled in orange in the top right corner. The page layout includes a search bar at the top, navigation tabs for Home, Trending, and Subscriptions, and a left sidebar with menu items like Home, My channel, Trending, Subscriptions, History, Watch Later, and Get YouTube Red. The main content area displays a 'Recommended' grid of video thumbnails with titles, channel names, and view counts.

Video Title	Channel	Views	Time Ago	Duration
10 year old autistic girl Kaylee Rodgers singing 'Hallelujah'...	Maria Smith	263,426	2 days ago	5:00
Kyrie Irving Drops Stephen Curry! Must see!!	Nero Valcin	6,385,913	5 months ago	6:32
Top 10 Impossible Saves	Wrzzer	5,272,302	1 month ago	3:58
Nerd Plays Basketball In The HOOD!	DC Heat	13,591,412	1 month ago	17:17
Best magic show in the world 2016 - best magic trick ever	FunUp VN	27,390,278	9 months ago	11:54
Kitten Academy Live Stream	Kitten Academy	347	watching	LIVE NOW


2. Create a YouTube Channel

Upload as...



By clicking "Create channel", you agree to [YouTube's Terms of Service](#). [Learn more](#)
Changes you make here may show up across Google services with content you create and share, and to people you interact with. [Learn more](#)
[Use a business or other name](#)


3. Drag and drop your listing video into YouTube




Select files to upload
Or drag and drop video files

Public ▾


IMPORT VIDEOS


 Import your videos from Google Photos

LIVE STREAMING

 Set up your channel and stream live to your fans

CREATE VIDEOS


 Photo slideshow

 Video editor

HELP AND SUGGESTIONS

Want to upload videos longer than 15 minutes? [Increase your limit](#)
By submitting your videos to YouTube, you acknowledge that you agree to YouTube's [Terms of Service](#) and [Community Guidelines](#). Please be sure not to violate others' copyright or privacy rights. [Learn more](#)
[Upload instructions](#) | [Troubleshooting](#) | [Mobile uploads](#)

4. Create your title and description



PROCESSING DONE




Publish

* Click "Publish" to make your video live. Draft saved.

Basic info
Translations
Advanced settings

Also share on

VIDEO THUMBNAILS ?

Upload status:
Upload complete!
Your video will be live at:

Video / Audio quality:
* Your videos will process faster if you encode into a streamable file format. For more information, visit our [Help Center](#).

5. Voila! You're all set!

Quick heads up:

It may take a few days to show up in Google search as it takes some time for them to find the video and add it to their index.

Work with Your Realtor to Take Advantage of this New Technology

Conclusion

The process of searching for homes is so different than it was ten years ago.

In 2016, [51% of people bought a home they found online](#) and now buyers even reach out to listing agents directly after seeing a place they like on the internet.

As top 1% Atlanta real estate agent [Mickey Stieber](#) puts it:

“Back in the old days [buyers] couldn’t find out even who the listing agent was unless they drove by a house and wrote down the information. But now they can find out in a second and immediately get in touch.”

When prospective buyers swipe left and right through homes on their iPhones or click through listings online, you need to know how your home stacks up against all of the other comparable homes for sale in your neighborhood.

Walk Score and Soundscore can help you influence your listing and make it stronger with actual data that proves your house is amazing.

Demographic data helps you understand *who* you're marketing to, and Facebook, YouTube, and Pinterest are new, creative, social, and inventive ways to reach them.

If my parents sold their little yellow house today, I would hook them up with Facebook ads, a Pinterest strategy, their Walk Score and Soundscore, and data about GreatSchools in the area.

We would still set fresh lemons in a bowl in the kitchen, light candles and clean and stage the home, but I would also help them create a strong virtual presence for their house online.

Take these new tools to your real estate agent, have a conversation about them, and give modern real estate technology a try.

Your home is in for a whole new real estate experience--and now you're ready for it.

Need a Good Real Estate Agent?

HomeLight is passionate about making real estate better.

That's why we've built the best new way to find a real estate agent, and it works by matching you with agents based on their actual skills and experience.

Imagine interviewing someone for a job without a resume; that's how most people find a real estate agent. With over two million agents in our database, we give you the 'resume' of an agent before you decide to work with them.

Buying or selling a home is often the largest financial transaction of one's life, so don't trust that to just anyone.

Having the right agent (with the right resume) can make a huge difference.

Give us a call:
(888) 998-1909