

Creative Ways to Help Get More Real Estate Listings





From flyers and short social media videos to CubiCasa floor plans, agents can choose from various real estate marketing tools to help differentiate their properties and attract more listings.

Wondering what the best ideas are to help get real estate listings? Want tips to help your real estate listings stand out? These 10 creative ideas can help.



1

Elevate your listings' visual appeal.

If you want your real estate listings to stand out visually, your first focus should be on the type of real estate photography used in your listings. According to the [2023 NAR Home Buyers and Sellers Generational Trends Report](#), nearly 90% of buyers ranked photographs as the most helpful website feature in a listing.

Look for high-resolution, HOR (high dynamic range) interior and exterior photography for high-quality results. Some photography services, like [ShowingTime+ Listing Media Services](#), include blue sky and twilight photography enhancements to help create a picture-perfect result.

2

Consider aerial photography and video.

Where properties boast noteworthy architectural or landscape details, you may consider aerial drone photography and video to help turn buyer scrolling into more listing clicking. Aerial photography and video help potential buyers visualize a listing's location, nearby amenities, and adjacent neighborhood features.

An aerial photograph of a large, modern house with a grey roof and multiple gables. The house is surrounded by a well-manicured lawn and various trees and shrubs. To the left of the house is a large, irregularly shaped swimming pool with a blue slide and a small white building nearby. The pool area is bordered by a light-colored deck and lounge chairs. A paved driveway or road is visible at the bottom of the frame.

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3

Use keywords to help write real estate listings and blogs.

Long-form, SEO-rich content on your site can help draw local shoppers to your listings. Research what keywords and unique home features clients in your local market are searching for online, and then use those words to help inform how to write your real estate listing descriptions and biogs.

Use [*Local Logic's NeighborhoodIntel*](#) to highlight a listing's location with lifestyle content about the local parks and shopping areas. Or interview a local friend or family member who recently moved to the area and can share their positive experiences with their home purchase.

4

Highlight homes with virtual tours and interactive floor plans.

Using [*CubiCasa's*](#) free floor plan showing what part of the home each photo depicts will help them determine if it is right for them.

Look for a virtual tour with extras, like Listing Media Services' virtual tours, which work hand in hand with a unique [interactive floor plan](#) to connect the imagery with the exact location in the home. Agents will also find packages with downloadable floor plans, providing high-res, print-and share-ready schematic renderings that include room measurements.

5

Virtually stage vacant properties.

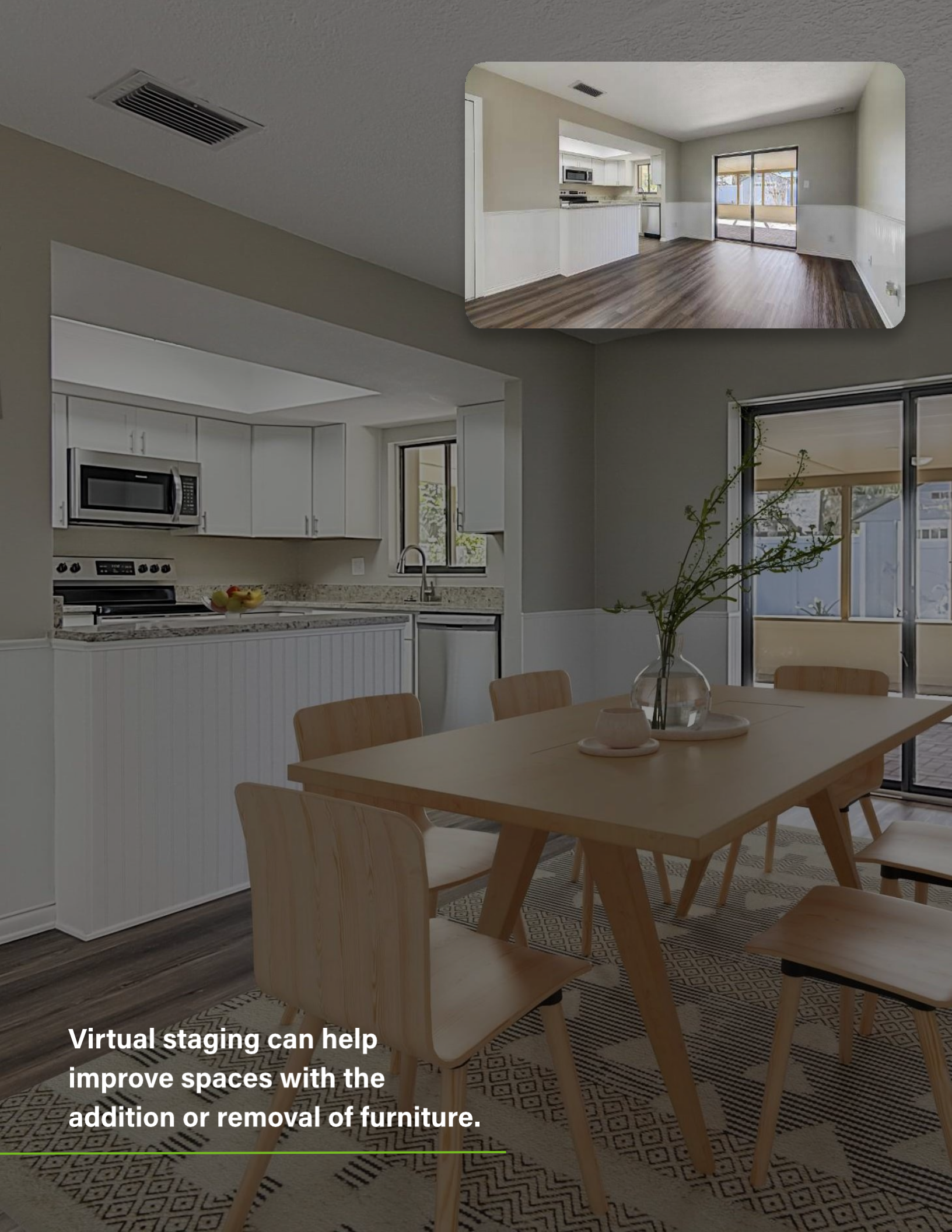
According to the NAR 2023 Profile of Home Staging, 81% of buyer's agents said staging a home made it easier for buyers to visualize the property as a future home. In the report, 39% of buyers found staging the living room to be "most important;" followed by the primary bedroom (36%) and the kitchen (30%). Further, 20% of buyers' agents said home staging increased the dollar value of a residence between 1% and 5%, compared to other homes on the market that were not staged.

Virtual staging can help improve spaces by adding or removing furniture. Vacant spaces, in particular, benefit from virtual staging, according to Seth Greenwell, Senior Manager of ShowingTime+ Media, Listing Media Services Operations, and a former real estate agent for 17 years.

6

Utilize social media platforms to showcase property listings.

Social media is a great way to help broaden your reach with word of a new listing. Highlight your new properties with visually appealing photography and videos. ShowingTime+ Listing Media Services agents who opt for the Premium package automatically receive 30-second, mobile-ready videos that capture the home's best interior features. These short reels can be easily uploaded to any social media platform.



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7

Host virtual open houses or live-stream with potential buyers remotely.

Agents can choose from several teleconference tools, like Skype, Zoom, and FreeConferenceCall.com, to showcase their listings virtually in a face-to-face, on-screen format or live-stream and talk to clients on screen with FaceTime as they tour a property. Agents can use ShowingTime's LIVE Video feature to take buyers through a listing without downloading additional apps.

ShowingTime+ Listing Showcase also makes it easy to share a property's best features with photo carousels, room-by-room photo organization, interactive floor plans, and virtual tours that work together to create an immersive viewing experience.

8

Create visually stunning property brochures.

Printed handouts also offer a great way to highlight the unique features and selling points of each listing with captivating visual materials, like seller flyers and brochures. **Cloud CMA** and Listing Showcase provide agents with postcards and flyers to help market their listings to potential sellers through all channels.

9

Collaborate with local businesses.

Cross-marketing with businesses that work with your client base, such as landscape architects, interior designers, and general contractors, can help expand your lead coverage and spread the word about your listing services. Look to strengthen relationships with like-minded businesses where you can each bring value to the client.

10

Organize community events or workshops.

Agents can also attract attention to their listing services by offering to speak on various real estate topics and co-host a workshop on home improvement or first-time home buying to help attract potential buyers and sellers.



Take advantage of your exclusive RESides Insider Benefits to get creative with showcasing your property listings, widen your audience, deepen your listing engagement with potential buyers and sellers, and ultimately help make your listing stand out from the rest.

