



Online Property Listing

Every property player (property brokers & developers) has to know about the online way of attracting and selling property in today's digital world though traditional way of marketing is still relevant. In coming 5-10 years every prospective buyer would be online for information regarding her property needs and online marketing would be the way.



Important things to remember for sellers:

- Imagine yourself to be the customer going through the information provided online
- Real estate is locality business and stick to your locality where your services would be known
- Try out 4/5 property portals depending upon your comfort, service and result; but stick to 1 or 2 portals eventually. It is difficult keeping track of all portals.
- Online marketing is one of the sources of getting customers among other ways.
- Over a period of time you would eventually get your desired prospects.

Tips to property listings to achieve high conversion

- Please enlist 'Direct' property and not 'Indirect' (+1, +2...) properties
- Give details of only one property per listing
- Please select Location & Sub-location parameter accurately / correctly.
- Enlist maximum number of property listings for one location / sub-location. This improves the chances of contact.
- Fill all detail information of the property like address, carpet area, vastu, society type, amenities, parking and other facilities
- Use photographs (small resized) of property and surrounding like society lobby, gate, floor view, society building and others to enhance the value
- Heavy data photographs takes lot of time to upload and may disrupt the listing process

- More than one contact numbers and email ids (if any)
- Give description of the property (like light and air conditions, society type and others) emotionally gratifying the prospect.
- Treat each property with genuine respect and not as one of the properties
- Insert scanned (& your stamp) property documents for authentication / genuineness

Do's & Don'ts in online listings:



- Do not increase the listing with other's and false properties
- Do not give wrong / incorrect / non-specific information
- Do not post unknown / irrelevant photographs / pictures
- Do not provide your unclear picture / logo
- Provide correct contacts / office address
- Provide alternative contacts & email ids

- Your profile should be brief and professional with FB, Twitter, LinkedIn and other accounts
- Be ready with the property documents before posting it online
- Correct and enticing description (from customer's view) with no spelling error

Conclusion:



Do not under-estimate the online listing potential though it may appear common. If you opt to list it in unique way as mention above then the chance of customer contact and deal closure increases tremendously.