



TIP SHEET: Anatomy of the Perfect Listing

ver.190211

Your Site's Look and Feel

the RES module can be a stand-alone marketing tool or it can be embedded into your current Website's custom look-and-feel.

Headline

1 of 24 Attention getting headlines. The 1st "A" in the AIDA marketing formula.

Agent Logo

add your custom logo to help brand your identity.

Status Icon

lets buyers know status at-a-glance and helps with compliance.

Auto-Framing

projects a professional, finished look and your attention to detail.

HQ Photo

1 of 24 big, beautiful photos of the listing and area Points-of-Interest.

Link Titles

customizable link titles for up to 24 listing, area and community photos.

the Description

1 of 24 inviting, informative and educational descriptions to help the buyer see what is and isn't in the picture.

Special Notes

message that appears on every page of this listing (i.e. Open House date or call-to-action message).

Points-of-Interest

market Location, location, location. Plus interactive Goggle mapping.

All-At-Once Gallery

view all listing and area Points-of-Interest photos on one page.

Google Mapping

simply add an address for interactive Google mapping. (embedded)

City Information

internal or external city info link in same or new window.

PDF/Flyer Distribution

upload your flyer and allow buyers to download & print it themselves 24/7.

School Information

internal or external school district link in same or new window.

Virtual Tour Linking

link to an external virtual tour or other multi-media service provider.

Mortgage Calculator

to engage buyers and start the sense of ownership process.

Request Info Link

make it easy to do business with you and inquire about your client's listing.

Send to a Friend

buyers can share direct access to your listing with spouse, friends and co-workers.

Low-cost PST option

Premium Slideshow Tour w/ interactive navigation to showcase your special listings. (embedded)

Christina Williamson
My Real Estate Company

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Redefining Luxury Living! **NEW**

The Highlands at Newcastle experience begins as you enter the idyllic tree-lined drive. At the end lies an exquisitely maintained two-story home sited on a 12,392 square foot homesite. Highlighted by the John F. Buchan signature superior craftsmanship in the extensive millwork found throughout the home. With 4 bedrooms, Bonus Room & Den and 4 1/2 bath in generous 4020 square feet of pure luxury living space, there is plenty of room for everyone.

Shown by Appointment Only

View: [View All](#) | [Front View 1](#) | [Front View 2](#) | [Cover](#) | [Cover Staircase](#) | [Living Room](#) | [Family Room](#) | [Dining Room](#) | [Kitchen](#) | [Kitchen/Family](#) | [Kitchen/Family Room](#) | [Breakfast Area](#) | [Butlers Pantry](#) | [Hallway](#) | [Office](#) | [Cover Staircase](#) | [Master Bedroom](#) | [Master Bathroom](#) | [Main Bath](#) | [Patio](#) | [Backyard](#) | [Golf Course](#) | [Slideshow Tour](#) | [View Map](#) | [Virtual Tour](#) | [PDF Flyer](#)

City: [Newcastle](#) County: King Price: \$1,225,000 Age: 2000
 Beds: 4 Baths: 4.5 Lot Size: 12392 Sq Ft: 4020 Parking: 3 car garage
 Refr: TipSheet Area: 500 Map: 626 Grid: 37
 School District: [Issaquah](#) [More Information](#) [Send to a Friend](#)

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Use Your Website as Your Real Estate Showroom to Attract and Service the Buyers—Sellers Want™