



TIP SHEET: Points-of-Interest Marketing

ver.190211

Area, Neighborhood, Community and Points-of-Interest

Include information about local points-of-interest and area photos directly related to **your listing and its overall value.**

Explain to Sellers...

“Since location, location, location is a key factor in determining the value of your home, I make it a point to market the location of your home as I market your home.”

What Buyers Value

Buyers can't value what they don't know about. A listing's value can be enhanced by promoting the value of the location as well as the listing.

The Virtual Drive-By

Showing a home normally includes a drive through the neighborhood (either with or without you). If your buyers choose to do so, let them tour the area and points-of-interest from your Website.

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.

Phone and Email

Include contact info on every page of your Website, especially your listings.

The screenshot shows a real estate listing page for 'Golf Course at Newcastle' by Christina Williamson. The page includes a header with navigation links, a featured listing title with a 'NEW' badge, a large photo of a golf course, a detailed description, and property details such as location, price, and features. Annotations with red arrows point to specific elements: the headline, the photo, the description, the 'Request Info' link, the 'Send to a Friend' link, and the contact information at the bottom.

Headline

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

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.

the Description

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

Points-of-Interest

Location, location, location can validate asking price and/or reduce the time your listing is on the market.

When a **buyer clicks this link** a new window opens displaying Google maps interactive driving directions including distance and estimated drive times.

Since the Point-of-Interest driving directions open in a new window, this stops buyers from wandering too far from your listing. Your Website remains open in the background.

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