

Do's and Don'ts of Powerful Listing Presentations

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By Patty McNease



As today's [real estate](#) industry continues to become more cut-throat, real estate professionals are re-evaluating their marketing tactics to set themselves apart from the competition. Let's face it; a buyer or seller's first impression of you weighs heavily on their decision to choose you or the next guy, so you've got to stand out! Effective presentations require you to go a step further by investing a considerable amount of time, research and even a touch of personality into each one you produce. [Homes.com](#) shares the do's and don'ts for unique listing presentations that convert prospective clients into long-term relationships.

Do's and Don'ts for Robust Listing Presentations:

- **DON'T** be generic. Each homebuyer and seller is different and what you share with them should be too. Your presentation should include content relevant to their needs but also visually pleasing to hold their attention. Incorporate vibrant colors, quality graphics and photos and compelling data that they will refer back to later instead of tossing in the trash. Digital presentations via PowerPoint, [Keynote](#), Prezi <http://prezi.com> and others provide the visual stimulation that your clients need to appreciate what you are telling them.

Further, by showcasing the presentation on your tablet or other electronic device and complimenting it with [handouts like flyers and brochures](#), truly enhances your clients ability to envision themselves in the home. Lastly, always add your logo and contact info on all digital and hard copies of your materials!

- **DO** get to know your client. Find out everything there is to know about each client to personalize your presentation and plan accordingly. Do they have kids? Pets? Every consumer expects something special from a home, so understanding their criteria will help determine what to highlight throughout your presentation. Adding a personal touch will always go a long way with the client.

- **DON'T** neglect the data. Research the properties, neighborhoods and must-have amenities they have mentioned and find out everything there is to know about them. Utilize housing reports like the [Homes.com Local Market Index](#) to substantiate the performance at the local neighborhood level. Include CMA (comparative market analysis) data with [Homes.com CMazing tool](#) to illustrate data on home values. Further, add demographics and local school ratings, sold properties, maps, local points of interest using the [Neighborhood Envoy tool](#). This tool can also calculate the distance from a property to the client's workplace, school and other places.

- **DO** follow up and stay in touch. Even if they decide to go with someone else, it's always the professional thing to do. Based on Homes.com's recent Housing Trends survey, 73% of consumers reported that they prefer to communicate via email. Staying in touch with them keeps your name on their radar. Add them to your email distribution lists and connect with them on social media sites like Facebook and LinkedIn. [Using drip email tools](#) to stay top of mind make the process of staying in touch much easier with sample content and a variety of templates to choose from.

- **DON'T** drag it out. Again, make it all about them and show that you understand their time is valuable. On your slides, keep text to a minimum and let the graphics tell the story but pause to verbally expand on your message and allow time for questions. The great thing about using Homes.com CMAzing and Neighborhood Envoy tools is that they can be presented on your tablet and other device, shared via email and added to your web site or blog for your clients to download and save.

Preparing a solid property presentation requires planning, research and personalization.

Think of it as a valuable selling tool – not just for properties but to sell yourself as a brand as well. For further guidance, evaluate [Homes.com's marketing solutions](#) like the new [Marketing Center Powered by Imprev](#) that can transform your marketing materials and listing presentations into new relationships and sales.

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