



Best Practices for Entering Your New Listing Into the MLS

- Pick the right property type
- Be sure the address, legal description and taxes are entered correctly
- Double check square footage
- Pretend EVERY field is mandatory
- Don't skimp on description information
- Check for typos
- Add a wide spectrum of GOOD photos
- Get pictures of every room of the property
- Add a virtual tour if possible
- With seller OK, add why they're moving
- If investment property, include details
- Fill out each listing like your reputation depends on it -- it does!