



Best Practices for Entering Your New Listing Into the MLS

- Use your own description and pictures. (Don't copy other agents.)
- Be generous with your photos. Visually represent the home inside and out, & include all the rooms.
- Double check your details, including square footage, amenities, etc.
- Use a professional photographer or become exceptional at taking photos with good light, proper staging, and the best use of the rooms. Add a virtual tour if possible.
- Pretend that the remarks section is your billboard for the listing. It's what is going to make the property pop off the page and get attention. If you're allowed 500 words -- use them wisely.
- Include vital details for investment properties such as rent roll, lease information, etc.
- Spell-check before you submit!
- Fill out each listing like your reputation depends on it -- **because it does!**