



Improving Our Listings

How to make a splash with Zillow...
Great Pictures, Descriptive Text, & Video



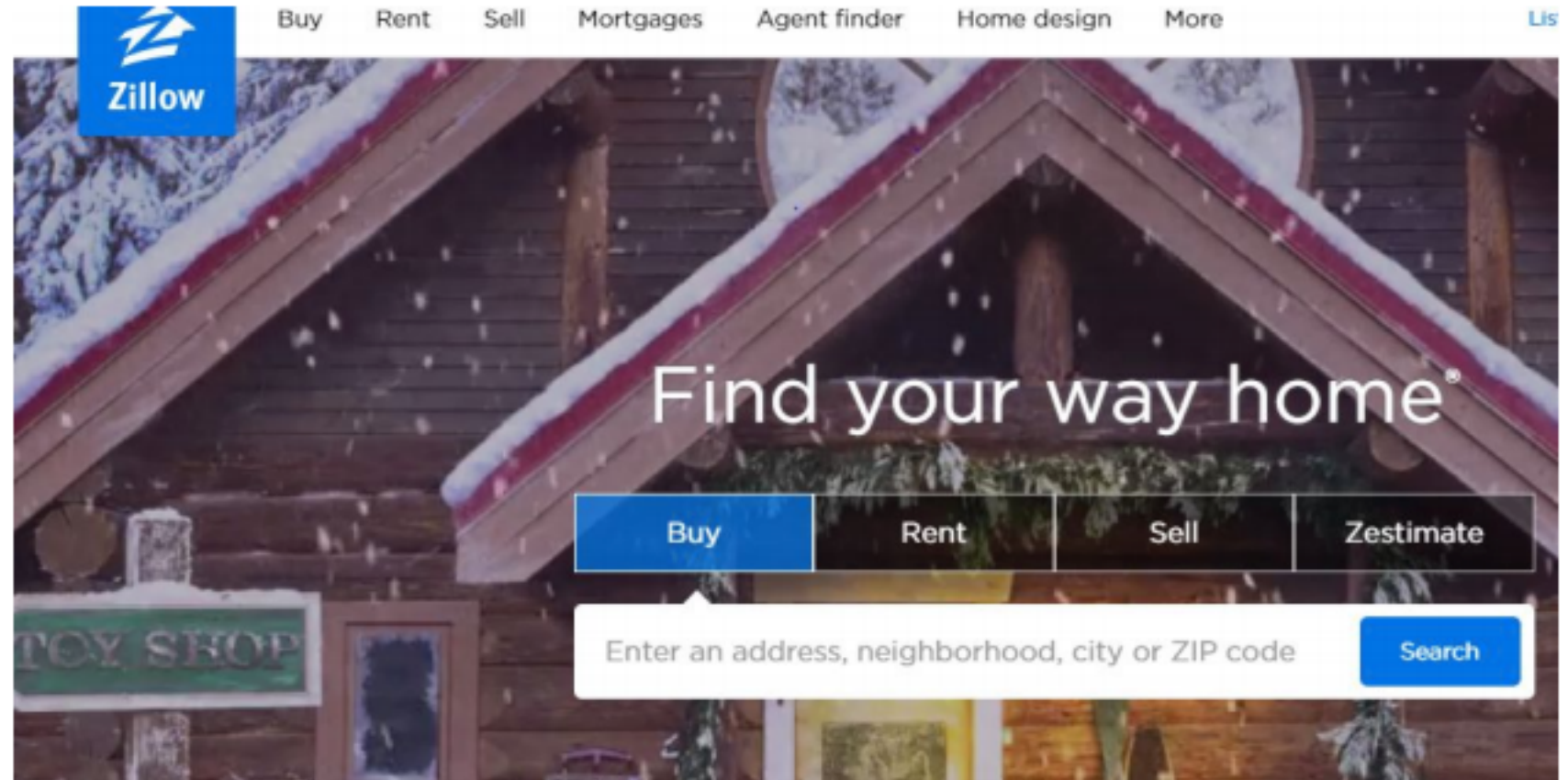


Creating a Listing in Matrix

- Create a New Listing
- Upload Pics
- Save
- Update Status Every 30 Days
- Make sure your contact information is correct

The screenshot displays the Matrix system interface for the Miami Association of REALTORS. The top navigation bar includes links for Home, Search, Stats, My Matrix, Realist, iMap, Links, Finance, and Add/Edit. The main content area is divided into sections for Listings, Roster, and Agent & Office Information. The 'Add/Edit' form is highlighted, showing fields for Agent Name, Office Name, Office ID, Office Phone, Office Fax, Agent Email, Co Agent Name, Co Agent Cell Phone, Co Agent Email, Co Office Name, and Co Office Phone. A search bar for 'Find an Agent' is also visible.

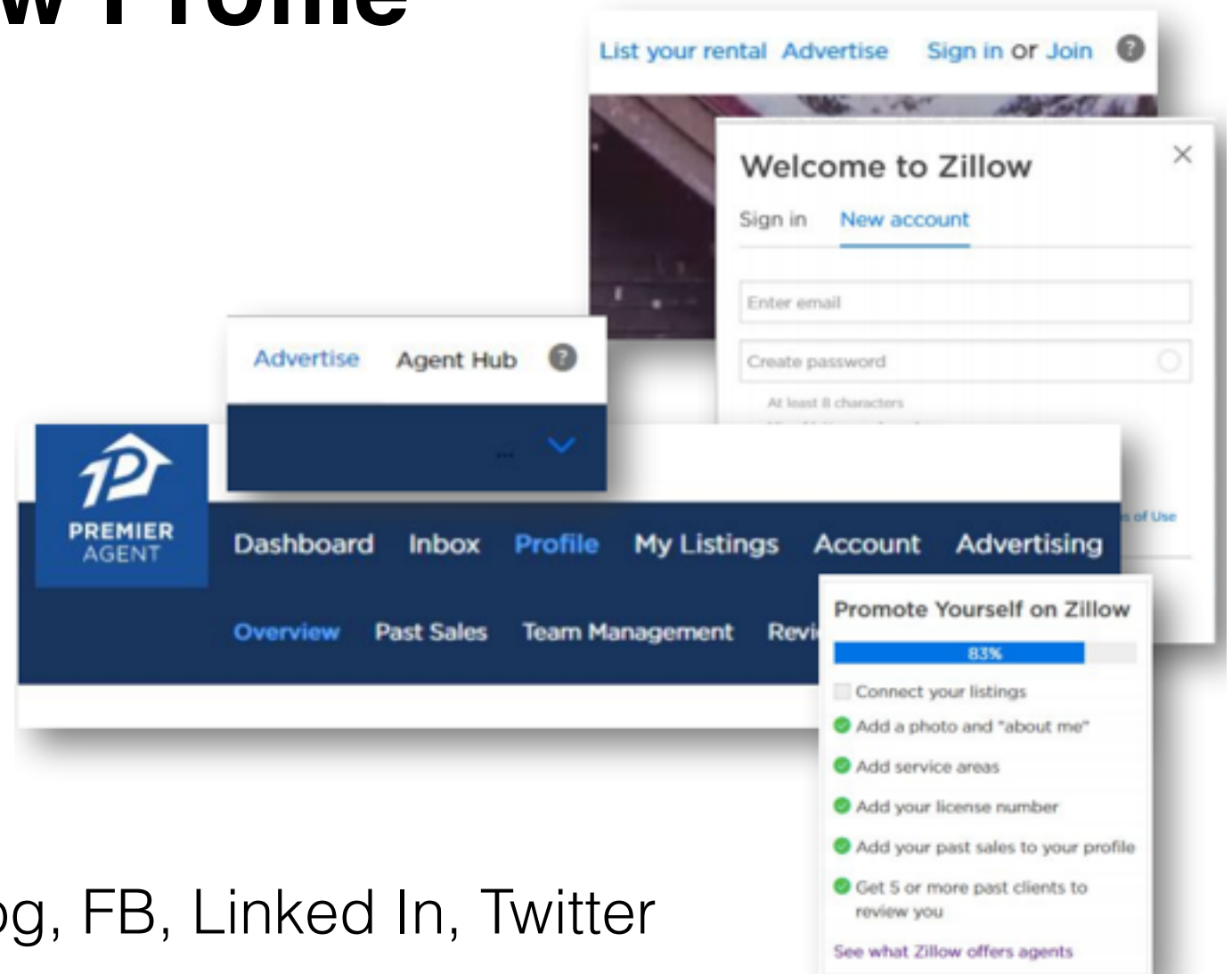
Zillow



- Create a Zillow Profile
- Claim Your Listings
- Download App
- Upload Video

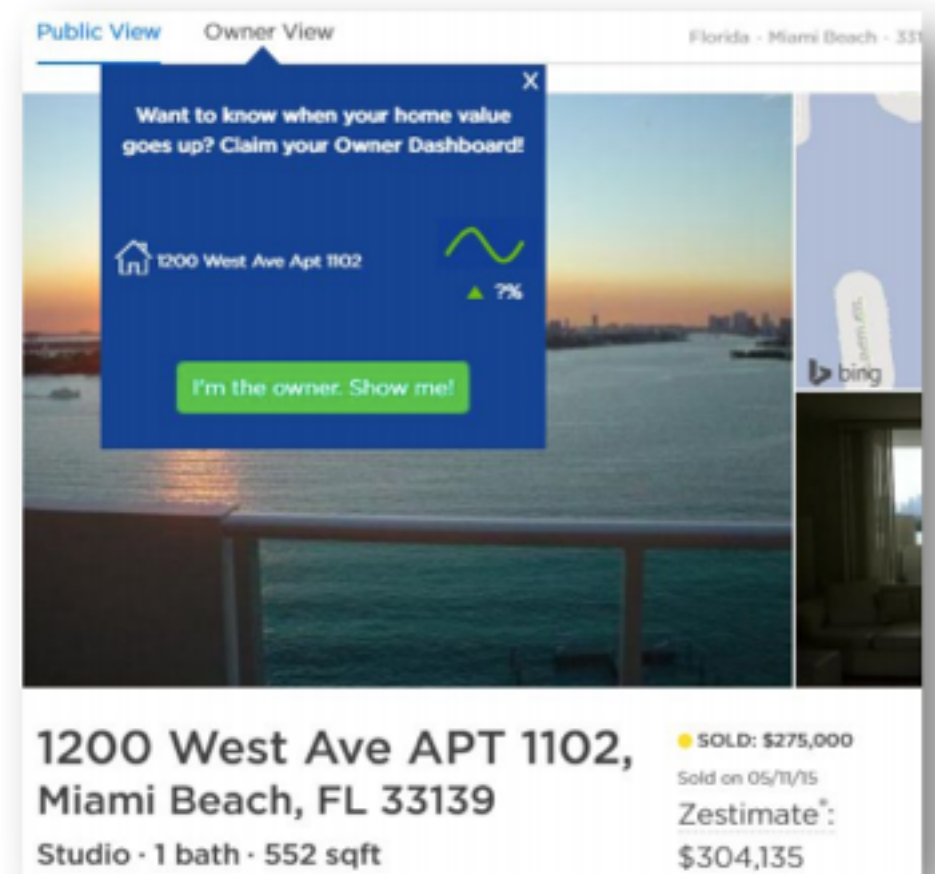
Zillow - Create a Zillow Profile

- Create w Same Email as MiamiRE
- Professional Picture
- Unique Bio
- License Number
- Zip Codes w Service Areas
- Active Listings
- Past Sales
- Reviews from Past Clients
- Edit Profile to Include: Website, Blog, FB, Linked In, Twitter



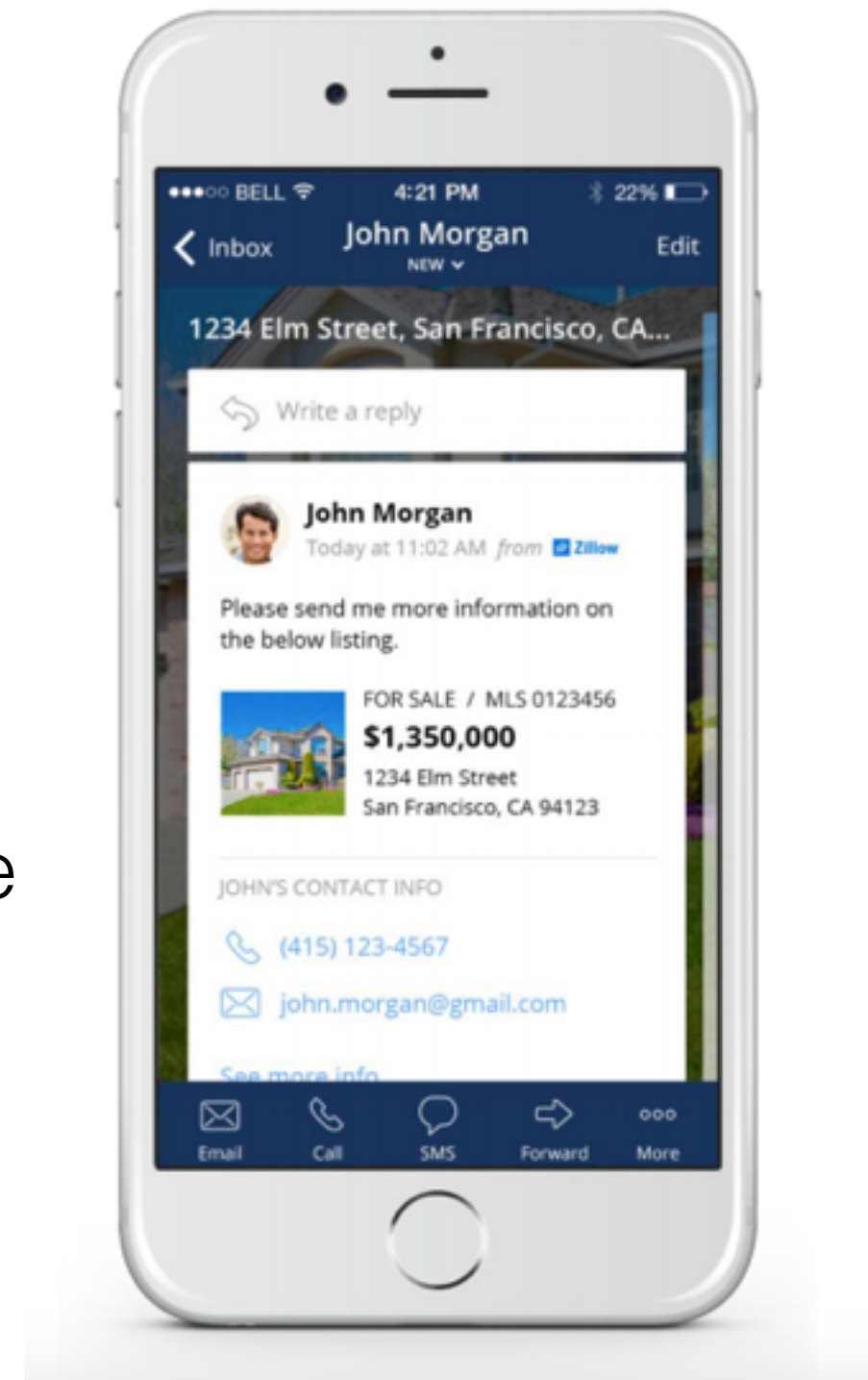
Zillow: Create a Zillow Profile

- Log into your Premier Agent Profile
- Look Up each of Your Active Listings
- Claim Listings as Yours



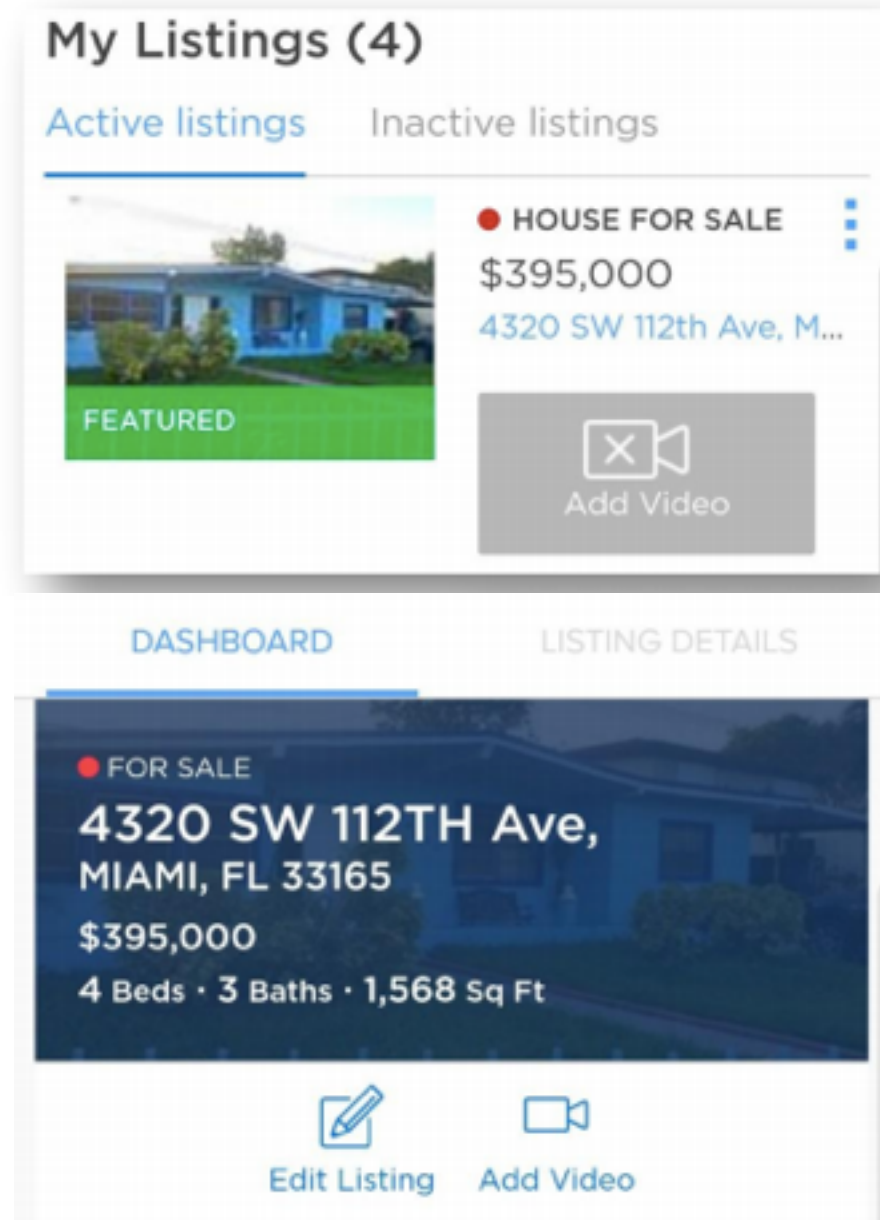
Zillow: Download App

- Look for Premier Agent in App Store
- Log in with the same email you use for Miami RE & Premier Agent
- Make sure your Active Listings are Visible



Zillow: Upload Video

- Go to Actual Property
- Open Premier Agent App
- Go to Listings
- Upload Video
- Let it Completely Upload before Leaving Property



Great Pictures

- Open Blinds, Curtains
- Turn On Lights, & Lamps
- Declutter & Edit
- Take a Minute, Access the Room
- Look for a Focal Point
- Close Closet Doors
- Toilet Lid Down
- Stand in the Corner of The Room
- Step in Away from the Corner
- Use a Tripod
- Use a Wide Angle Lens
- Hold Camera at Belly Button Height
- Edit Photos to Eliminate Noise
- Edit Photos to Make Bright

Descriptive Text

- Use Present Tense
- Don't Repeat yourself
- Include the Buyer with words like YOU and YOUR
- Short and Sweet, Not Too Short
- Use Brand Names
- Not Too Long
- Use Keywords that Generate Interest and Drive Traffic to Ad
- Let People Use Their Minds, Describe the Rooms to Promote Excitement
- ALWAYS Triple Check Your Work
- Have a Friend, Colleague Edit Your Text

15 Words that Sell @ Zillow

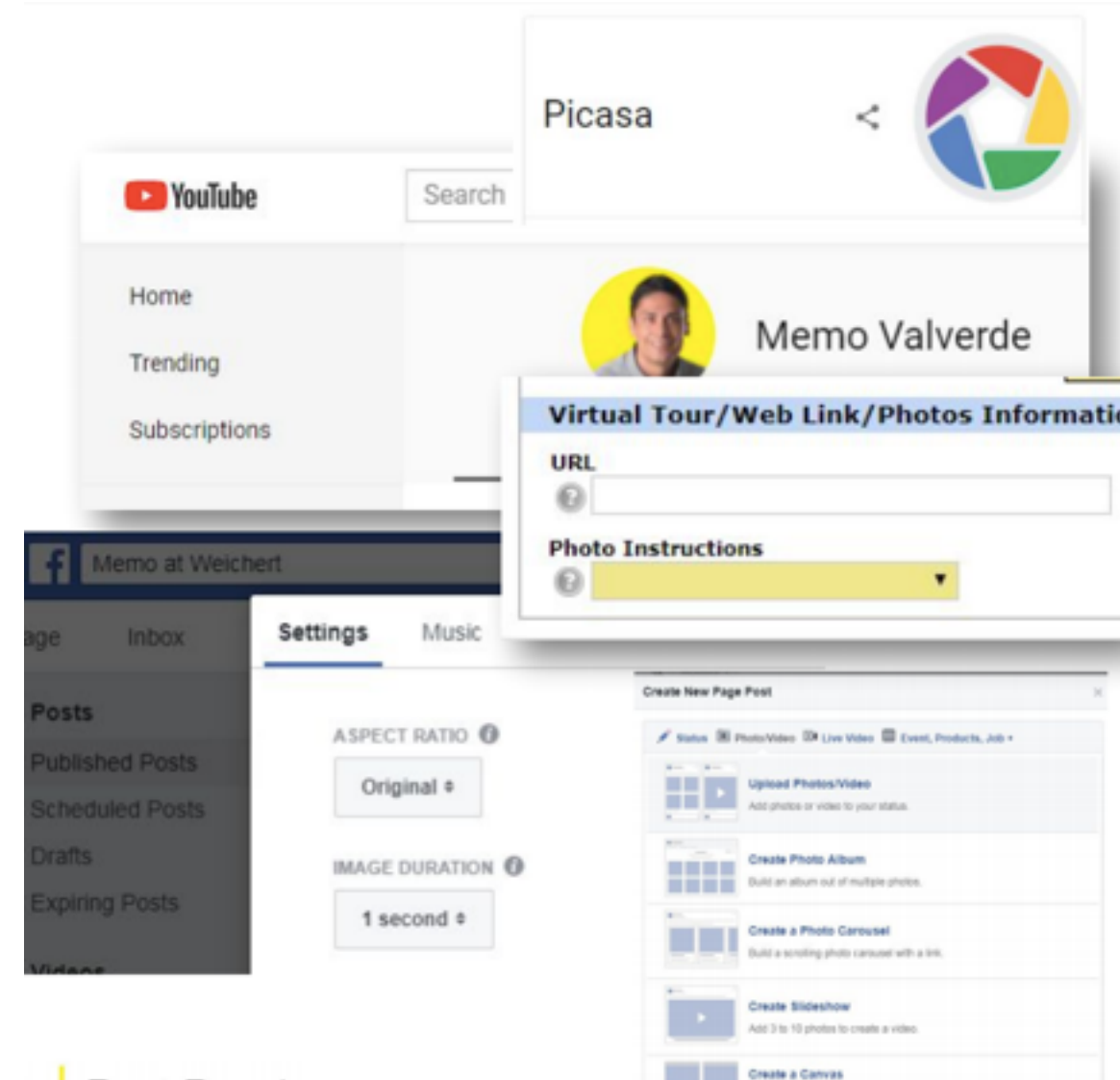
1. Luxurious
2. Captivating
3. Impeccable
4. Stainless
5. Basketball
6. Landscaped
7. Granite
8. Pergola
9. Remodel
10. Beautiful
11. Gentle
12. Spotless
13. Tile
14. Upgraded
15. Updated

Words to Avoid @ Zillow

- Must Sell
- Value – Homes described as a “good value” sold for 5 percent less than other homes, according to Anglin.
- Motivated
- Move-In Condition
- Clean
- New Paint or New Carpet
- Ranch
- Quiet
- Vacant

Video

- Use Picasa to make a Video
- My Channel on Youtube
- Add Video URL on Martrix
- Use Video Option on Facebook
- Create Video on Zillow Apps



Other Sites to Consider

- Trulia
- Realtor.com
- Instagram
- Facebook
- Linked In
- Twitter



Instagram

