

# 4 EFFECTIVE WAYS TO MARKET A PROPERTY

**89%**

of new home shoppers use mobile devices throughout their research.

## Mobile First

Make sure that websites featuring your property listings as well as your database email alerts are mobile friendly.



**32%**

Listings with professional photographs sell 32% faster.

## Professional Photography

Add a WOW factor to your images by hiring experts to capture a property's architectural and design highlights.



**70%**

of home shoppers toured the inside of a home through online videos.

## Property Videos

Consider adding a property video to show all of the amenities and features of a house in a very short time span.



**83%**

of home buyers want to take a virtual tour of the homes they're interested in.

## Property Virtual Tours

Employ property virtual tours to allow your potential buyers to experience a house as if they were physically there.

