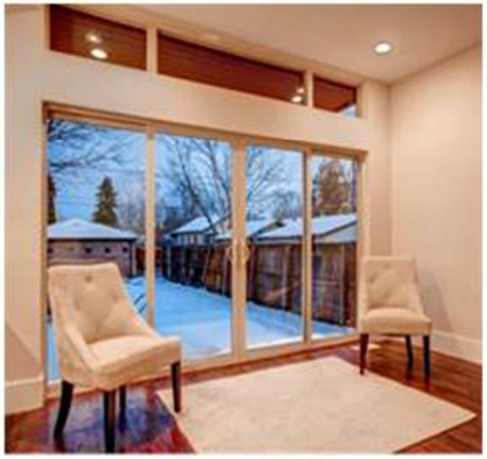
You only have one chance to make a good first impression with a potential buyer, so it's important to have your home photographed professionally.

These photos appear on MLS, Realtor.com, a unique website, and other optional syndicated home search websites.

Homes with multiple photos are viewed over five times as much as homes with only one or two photos.

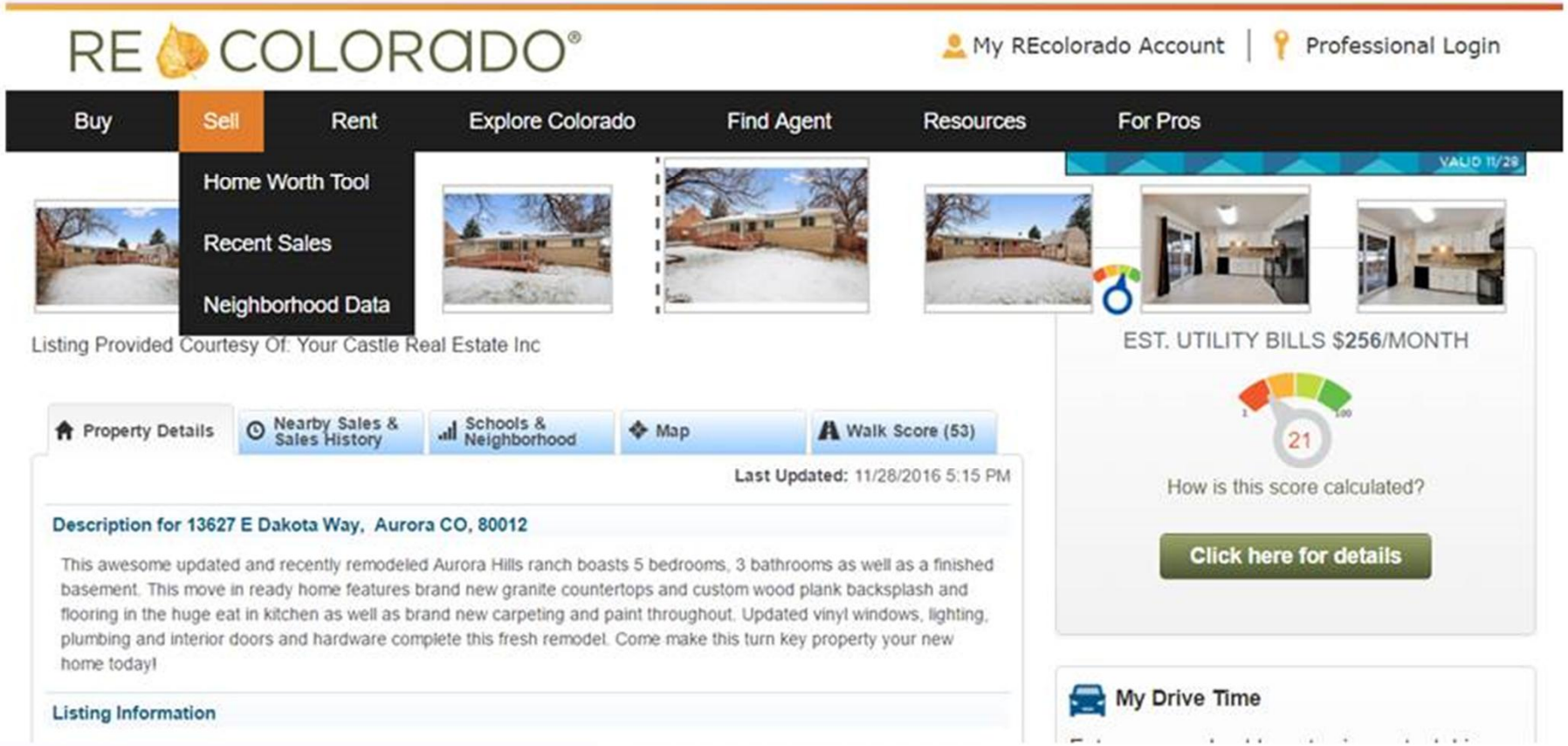


RECOLORADO: MULTIPLE LISTING SERVICE

The Multiple Listing Services (MLS) is an extensive online database that includes all listings from all participating local brokerages.

It is the single most important tool that brokerages and agents use when searching for homes.

When entering information about your home, it's important to be detailed so it can sync to Your Castle's website, generate a virtual tour with a unique link and perhaps other home listing websites.

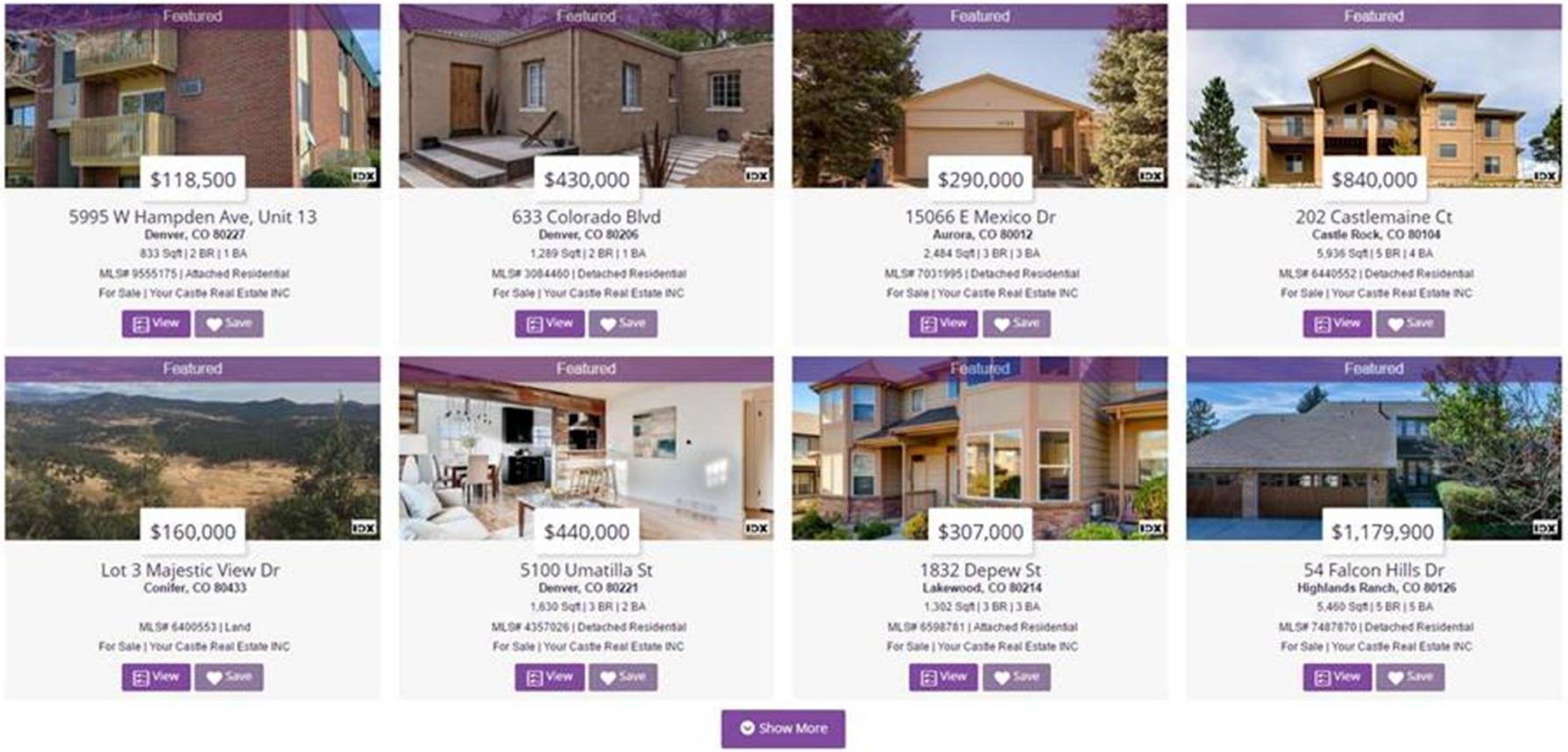


YOUR CASTLE REAL ESTATE

HOW YOUR HOME IS LISTED ON YOURCASTLE.ORG

Today, 90% of home buyers use the internet as a tool when searching for a new home! Many home purchases start from surfing the web where buyers can take a virtual tour of your home. It's like having a constant open house with no inconvenience on your part.

OUR NEWEST LISTINGS



HOW YOUR LISTING IS DISPLAYED WITH A UNIQUE URL

Your home will have its own URL and website so it's like a one-stop resource for buyers. In addition to listing details about your home, the website also lists info about the neighborhood such as schools and local businesses. The website is mobile friendly as well.

1275 CLARKSON
#17G
DENVER, CO
80218

For Sale

$260,000

MLS#: 6571537

1 Bedrooms

1.00 Bathrooms (Full)

855 ft²

Lot size 0.00 Acres ft²

Built in 1928

School District: Denver 1

YOUR CASTLE

Property Details ×

Description

Fully Updated Garden Level Condo In The Brookbank Units With 1 Bedrooms And 1 Baths Open Style Concept With Walk In Closet
* Open Large Layout
* Kitchen Features Brand New Ikea Counters And Cabinets
* All Kitchen Stainless Steel Appliances Are Included
* All Closet Organizers Are Included
* Fully Remodeled Bathroom
* Freshly Painted Interior
* Stunning Hardwood Floor All Thru Out
* Well Maintained And Move-in Ready
* Very Desire Location Close Shopping And Schools
* Family Friendly Established Neighborhood
* Close To Parks And School And Public Transportation
* Great In-city Location Central To Everything, Restaurant, Shopping, Dining, Ogden And Fillmore Theaters, Cherry Creek, Downtown, Denver Art Museum, Whole Foods, And Wax Trax
* This Home Will Sell Fast
* Quick Closing And Delivery.

Property Highlights

TRACKING AND ANALYTICS

Dependent on your preference, there is an option to track the number of visitors online and offline so we can stay in touch with potential buyers.

Visitor Statistics Report

Open House Register form (online)

Open House Feedback form (online)

SMS Text

1-800 Call-Capture

Realtor.com is the industry's most engaging real estate search site nationwide and globally.

Showcase℠ Listings

Showcase℠ Listings is an additional feature that provides a stronger online presence for your listing. What would normally cost sellers to showcase their listing on Realtor.com, Your Castle is subscribed to this feature at no additional cost to you.

Why realtor.com®?

More consumers find their agent on realtor.com® than on other national portals.*

**Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2014, addendum questions*

What's Showcase℠ Listings for?

Lead generation opportunity - opens a new channel for consumer inquiries via phone and/or email.

Why Showcase℠ Listings?

Your branding and photo appears with your listings, next to your toll-free number.

Will my listings appear on realtor.com® mobile app?

Consumers can reach your brokerage and/or agents directly by smartphone and/or tablet allowing immediate follow-up.

How many photos can I post and can I change them?

Post up to 36 high-quality photos and change them out at any time.

Can I customize the description?

Manage the property descriptions to heighten the consumer's interest.

What other benefits does Showcase℠ Listings has?

Post open houses, virtual tours and videos and display custom messages.

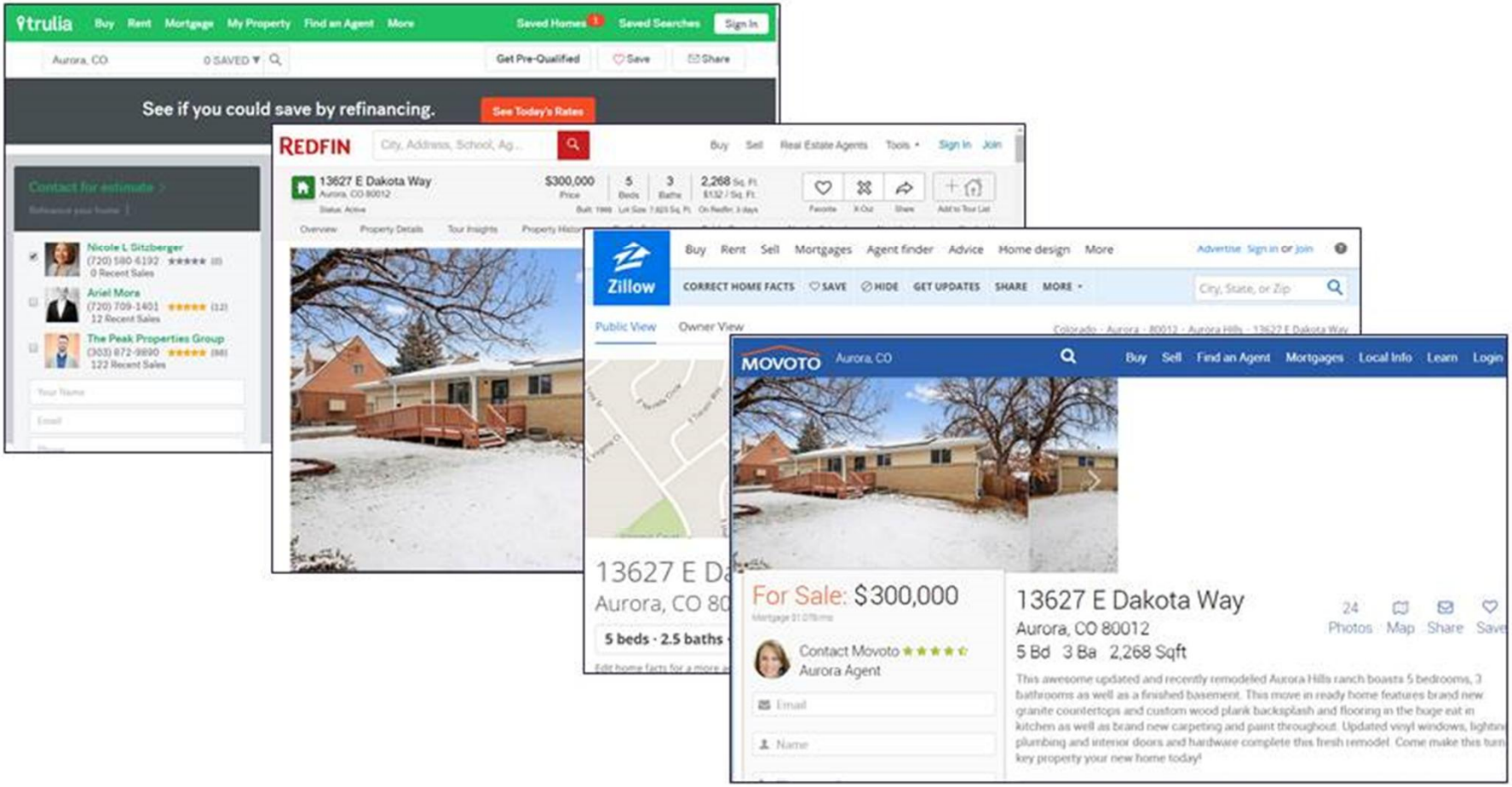
Mobile and social media integration?

Yes.

Source: realtor.com

OTHER WEBSITES YOUR PROPERTY MAY APPEAR IN

Your property can and may syndicate to other home search websites as well as other REALTOR® and local brokerage sites. We cannot guarantee third party websites display all listing information at all times but we do our best to update and expand our network.

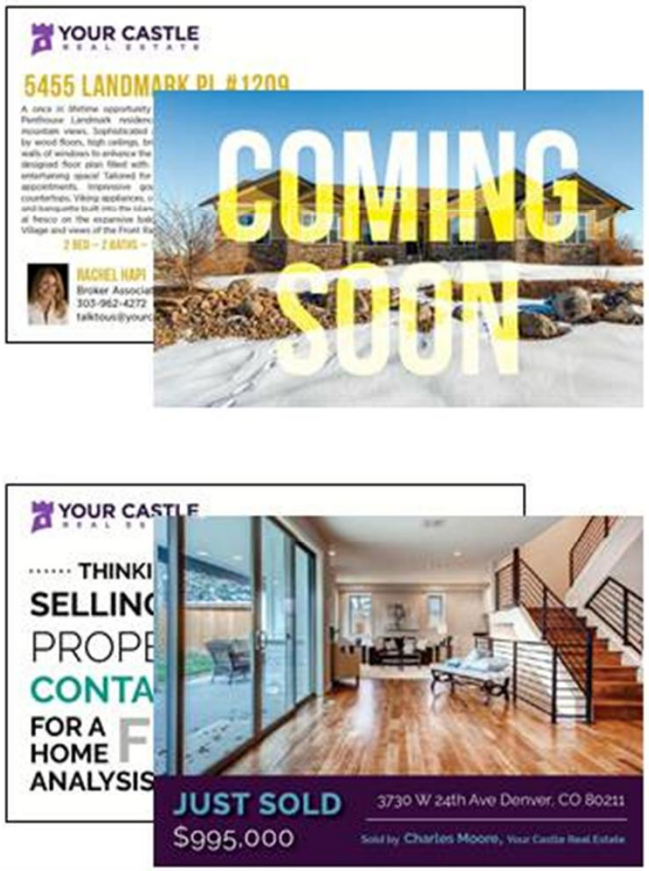


An open house is a great way to attract buyers. There is the traditional open house that's open to the neighborhood and public and there's a broker open where the house is open for real estate agents only. Dependent on your preference, it's a great way to launch the property's marketing offline.

It takes a strong marketing tool such as our full color brochures, postcards, door hangers, yard signs, and other print marketing to entice buyers to make the important first phone call.

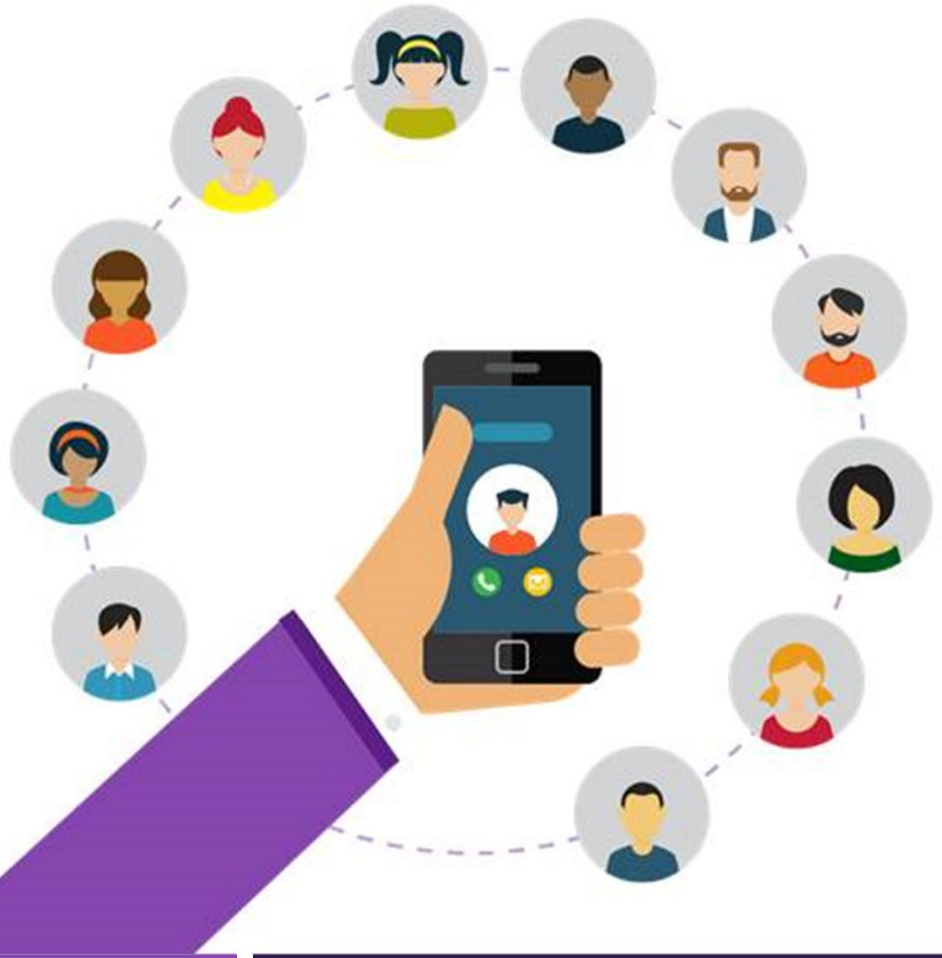
We can also consider **direct mail campaigns**, which have proven to be effective marketing tools to attract buyers.

An attractive, well done brochure or postcard goes a long way!



Once our focused marketing generates results, I am always available on the phone, by text or email.

When there is a genuine interest in your property, we want to be able to immediately respond to an interested buyer or another agent inquiring on behalf of their client



KEEPING YOU UPDATED ON COMPETING HOMES

Keeping up-to-date on competing homes can help our marketing strategy. You need to be aware of other homes that come on the market and their pricing.

If they are selling and your home is not, we need to know what they are doing that we are not. Is your home priced too high? Does your home need upgrades? Was the other home simply a better fit for the buyer? What can we do to ensure your home will sell?