



Speak to one of our
Community Account Managers

800-955-0021

HOW TO

ADVERTISE HOMES FOR SALE

3,234



Advertising Your Home

- ✓ Determine where your potential home buyers are seeking information regarding potential homes to create appropriate advertisements, such as social media platforms (Facebook Marketplace, Craigslist, etc), online classified ads, weekly circulars, newspaper ads, etc.
- ✓ Consider the necessary frequency and tagging the ad to trace and determine effectiveness. Tagging the advertisement or running testing could mean choosing different ads for different outlets or utilizing different paid phone numbers to track the effectiveness of the specific advertisement or campaign.
- ✓ Ask residents and local businesses to refer customers and consider paying a referral fee or discounting site rent for a successful referral.
- ✓ Write an effective "for sale" ad. To do so: (1) include an eye-catching headline to differentiate your ad from others, (2) include specifics important to a home buyer such as: number of bedrooms and bathrooms, location, school district, nearby amenities and any special features of the home or community that make it unique.
- ✓ Include any notable restrictions in your ad, such as pets or limited parking.
- ✓ Check out ads from nearby competitors to avoid using the same adjectives and stand out.
- ✓ Include high quality photographs of the home and the community. Remove debris or trash from the home and surrounding area. Clean the home and consider staging the main areas. Focus on lighting and if possible, try to use a wide angle lens when taking photos, and take all of your photos during the day.
- ✓ Include contact information and be sure to respond to inquiries in a timely manner to answer questions and request to setup an appointment to show the home.

Have Questions?

Have questions about the information listed above?

Please reach out to one of our Community Account Manager (CAMs) or you can call 800-955-0021 Extension 2932 for the East Team and Extension 2933 for the West Team.



800-955-0021



Extension 2932 or 2933

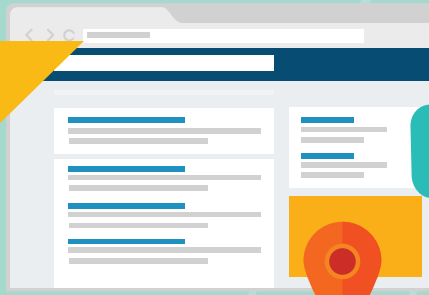
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620 Market St. Suite 100 Knoxville, TN 37902



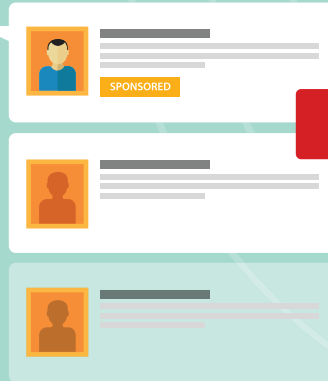
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Mediums to Share



Social Media/Online

- Facebook Marketplace
- Craigs List
- Zillow
- LinkedIn
- Instagram
- Your Website/SEO



Point-of-Sale Materials

- Flyers
- Banners
- Yard Signs

Access Marketing Materials at
21stmarketingmaterials.com



Local

- Local Newspaper
- Circular
- Car Magnets/Decals



In-Person

- Open House
- Word-of-Mouth referrals
- Community Events

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