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## **HOW TO GET MAXIMUM EXPOSURE WHEN MARKETING YOUR HOME IN THE ERA OF WWW**

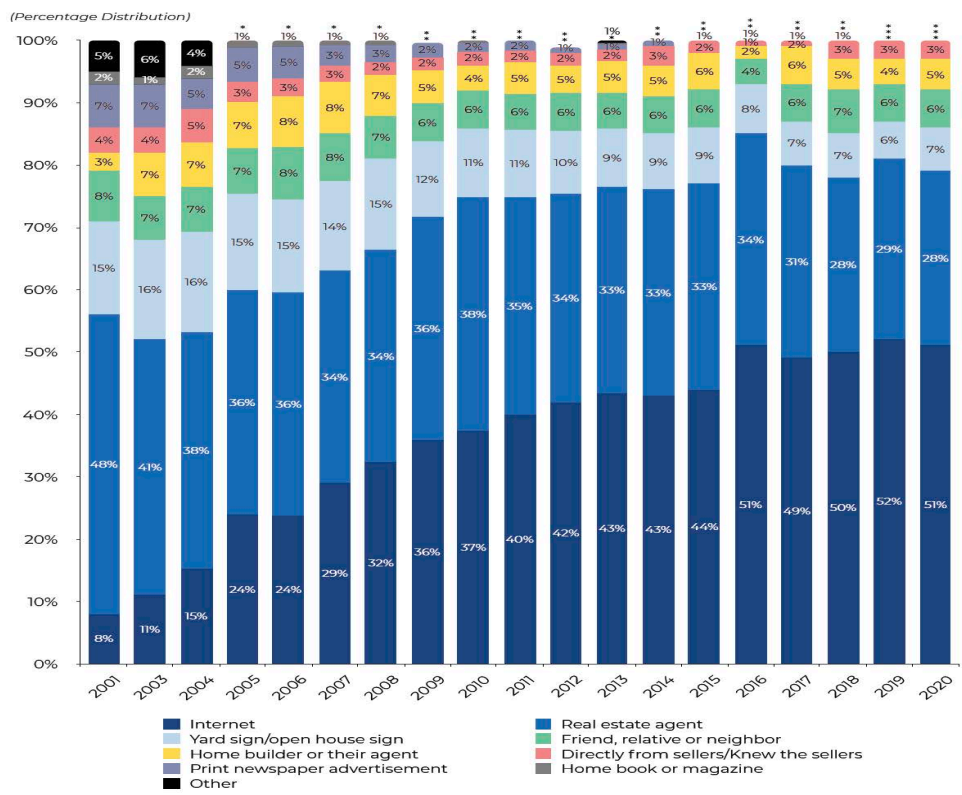
Maximum exposure on the world wide web when marketing a home should be the goal of every seller. Putting a home in front of the greatest number of potential buyers increases the likelihood of selling your home for the highest dollar in the shortest time.

*Ninety-seven percent of buyers used the internet in some form to search for a home in 2020 according to NAR research (an all time high since record keeping began in 1995). While the use of the internet has increased since 1995 (only two percent), the frequency of use has also increased. More buyers are using the internet to search for home and they are doing so more frequently. Those who did not use the internet in their home search process used other sources such as print newspaper advertisements, home builders and billboards more frequently in their home search process.*

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It's a full time job to keep up with the evolving world of marketing on the world wide web: pinterest, twitter, facebook, instagram, linkedIn, etc. Fifty one percent of buyers found the home they bought on the internet. The yard sign accounted for only 7% of sales in 2020. Print advertising was less than 1%.



Homes, like people, have "personalities" and should be dealt with accordingly. The condition, location and personality of your home should be considered when laying out the marketing strategy. A unique home in a neighborhood of brick bungalows requires a creative marketing plan. Talk to your agent about a strategy for promoting your home.

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# Real Estate Marketing Tools

**Pinterest** users are crazy about interior decorating, home improvement projects, and other home related topics. "Pins" of your home on Pinterest give it maximum exposure for weeks and months after it is originally posted. A "board" on Pinterest with pictures of your home will attract buyers.

A **sign in the yard** lets the neighbors know so they can advertise to their friends. It also encourages drive-bys to call for information.

**Facebook, Twitter and Instagram, LinkedIn** are other social media platforms that are instrumental in getting your home in front of buyers 24/7.

Even though many buyers are finding their home on the internet, most still use a real estate agent to buy. **Direct email marketing to agents** in the area brings your home to the attention of agents.

**Some real estate companies still have tour days.** In St Louis, the customary day is Tuesday. Your home is held open for agents to tour without the hassle of appointments. This is usually conducted between 11 a.m. and 1 p.m.. This is only helpful if it is well attended in your neighborhood.

**Open house** - The more people who see your home, the better shot you have of selling it. However, not every home is suitable for an open house. If they are not well attended in your area, don't do them. And for sure, don't do them too often.

The National Association of Realtors Research for 2020 indicates that: Fifty one percent of buyers (down from 52% last year) found their home through the internet. In 2005, only 24% found their home through the internet. Finding a home through a real estate agent has shifted from being the most common source for finding a property to the second most common source. In the 1990's and earlier, the yard sign was one of the best sources for finding homes. Today the cutting room floor is the photos on the internet.

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