



3 Tips to Boost Your Home's Online Appeal

Since many home buyers are window shopping for homes on the Internet before visiting the property in person, professional quality photos are a necessity. Capture the attention of potential buyers with these three simple tips:

88% of home buyers browsed the Internet to look at listings.

Source: NAR Profile of Home Buyers and Sellers 2011

© 2012 Bufileti & Company. All Rights Reserved. Used by Permission. L&K JULY EREPORT S

1 Bring out your home's best features with great lighting

Lighting often sets the mood for buyers to imagine themselves living in the home. Open your curtains to allow natural light from the outside to illuminate the best parts of the home's interior.

2 Clear the clutter

Move very large or non-essential furniture and décor to another room or into storage to give buyers a better view of your home. You want to emphasize the great features of the space itself, not bury it in stuff.

3 Focus on areas of the home that make it stand apart from others on the market

If you have a bright and sunny breakfast nook, a remodeled kitchen, a spa-style master bathroom or picturesque views from your living room, be sure to highlight these areas in the great photos that are posted with the listing.

The impression created by the home's online listing is your chance to entice buyers to check it out in person. Speak with your real estate professional to learn more.