1. **Do keep your listings updated.**
Think about purchasing a home yourself - what could be more frustrating than inquiring about a “perfect” home and then finding out it has already been sold? What would turn you off a listing more than seeing a home with snow on the roof in the middle of July? Shoppers have a right to expect pertinent, up to date information. You can attract their attention and build their trust by keeping your listings current: remove homes that have been sold, update prices when they have changed, keep the descriptions up to date. **Tip:** Set aside a day each week or each month to review your listings and make sure you are showing your homes at their best.

2. **Don’t forget to add photos.**
The number one thing home buyers on the internet want to see is photos. A buyer may think you are hiding something if there aren’t photos of the home. Some sellers tell us they don’t add photos because they want shoppers to come out to the location and look at the home in person. From our many years of talking one on one with the users of MHVillage, we can say with authority that what will bring shoppers out is seeing great photos of a home they are interested in. Listings without photos do not attract curious buyers and are frequently skipped without further consideration.

3. **Do interconnect your marketing activities.**
Unfortunately, no one has yet invented a surefire “magic bullet” that will draw buyers in every time. Home Buyers shop in different ways - some prefer to drive around, some read the paper, some prefer direct mail, some shop online. Connect these methods together to create a bigger, more secure marketing net. If you are placing ads in your local paper include your MHVillage listing number so they can view the home online. On MHVillage, add directions to your office, your business hours and company web site. In every marketing piece you do, look for ways to tie it to other marketing efforts - it is more cost efficient and effective! **Tip:** Having an open house? Make sure you announce it on your listings. Adding an open house to your listing on MHVillage will get you to the top of search results!

4. **Don’t let internet leads sit idle.**
People expect quick results online. If they send you an email, they expect a response that same day. **Tip:** see our article “Qualify, Cultivate, Close: Three Rules to Successfully Close Internet Leads” for more information and tips on how to set up systems to automate that process.

5. **Do check out your online competition.**
There are over 22,000 homes for sale on MHVillage. Make sure you know what others in your area are doing. For example, there are some areas where without a Premium listing, you’ll be at the far back of the pack. In other areas a Featured listing (at half the price of a Premium listing) will give you almost as much impact. **Tip:** Check out your state page, located at the bottom of the MHVillage home page, to see how others in your area are advertising their business.
6. **Don’t rely on one method of contacting home buyers.**
Some home shoppers will only use the phone to call on homes they are interested in, some will only send emails. Make sure you are encouraging as many people as possible to contact you by providing as much contact information as possible.

7. **Do keep account information like email address and passwords in a central location so others in the office can access it.**
Instead of using personal emails and and private passwords, set up accounts with company emails and passwords. When only one person can access your online listings, it is difficult to keep listings updated and follow up on leads should the one person who has all the information go on vacation or personal leave. **Tip:** If you have turn over, don’t forget to change passwords! Also, if you have several sales managers all using MHVillage, you can set up a parent account that can access and update all accounts at anytime. If you need help with this feature, give us a call - we are happy to help!

More and more home shoppers are starting their home search online. Did you know there are over 15,000 visitors to the MHVillage websites per day? Whether you are advertising your homes on your own company webpage, on MHVillage, or both, keep these tips in mind and you’ll be on your way to reaching more shoppers than you could ever imagine!