



**BOXBROWNIE.COM**

# SAVVY SELLING: A Listing Guide for Faster Sales at Maximum Profit



## INTRODUCTION

In the dynamic and fiercely competitive real estate market, crafting an appealing property listing is crucial for attracting buyers. Your listing acts as the virtual front door to your property, creating a powerful first impression on potential buyers.

**Use this guide to unlock your selling potential and enhance your listings with proven marketing strategies designed to capture attention, as used by some of the world's leading real estate agents.**

By following this 5-step guide and leveraging the power of BoxBrownie.com's editing services, you can create visually captivating listings that facilitate faster sales and command higher prices.

Furthermore, these strategies provide affordable solutions for you savvy real estate professionals looking to streamline your workflow by outsourcing your visual marketing and editing needs, allowing you more time to focus on what you do best.

Whether you're a seasoned real estate professional or a first-time seller's agent, this guide serves as your roadmap to stand out in the crowded marketplace and draw the attention your properties deserve. Start transforming your listings today and make a lasting impact on potential buyers.

## AT A GLANCE

### STEP 1:

Use Professional-Quality Listing Photos

### STEP 2:

Get an Attention-Grabbing Hero Shot

### STEP 3:

Craft a Compelling Property Description - On the House!

### STEP 4:

Include a Professional Floor Plan

### STEP 5:

Create an Immersive Virtual Tour

## FREE SIGN UP OFFER

Unlock the power of BoxBrownie.com by signing up for **FREE** today! Elevate your real estate marketing with **4 complimentary photo edits** that will revolutionize your property visuals.

[SIGN UP NOW](#)

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## STEP 1

# Use Professional-Quality Listing Photos

Professional-quality listing photos are essential in the real estate industry as they create positive first impressions, showcase property features effectively, and increase online visibility.

These photos contribute to the trust and credibility that real estate professionals can establish, leading to faster sales or tenancies and providing a competitive advantage in a crowded market.

Quality images can not only foster a positive perception of the property but play a crucial role in creating the initial emotional connection for potential buyers, and ultimately enhance the overall experience for both clients and agents.

## How You Can Get Professional-Quality Photos at Ultra Low Prices:

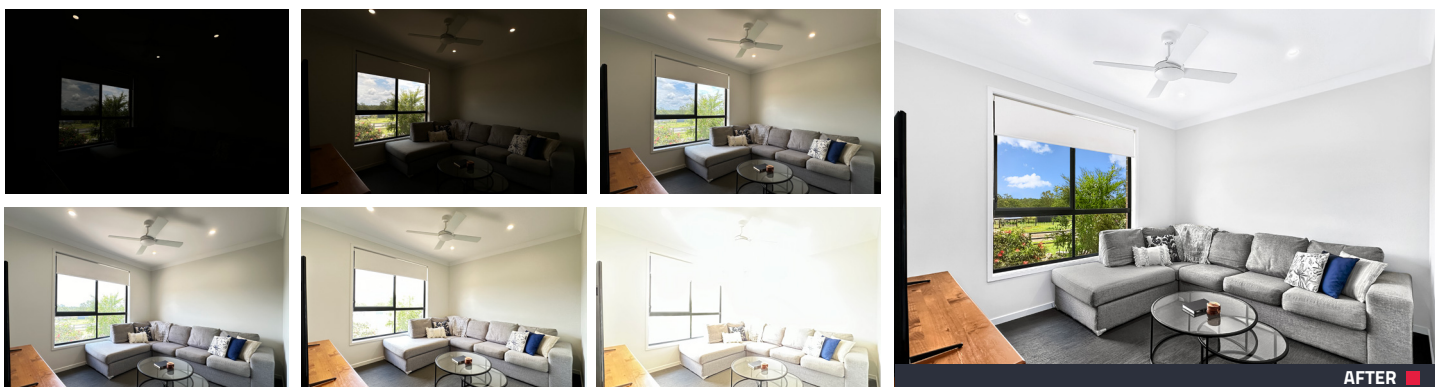
Everyone should use professional-quality photos, and our Image Enhancement edit is beneficial for everyone, whether you capture images with your phone, use an HDR camera, have an in-house photographer, or hire a professional. Our service is essential for achieving optimal results.

While some real estate professionals may have the budget to hire professional photographers or employ in-house photography services, achieving professional-quality photos is still attainable for those operating on a tighter budget with SnapSnapSnap and/or BoxBrownie.com's US\$1.60 Image Enhancement.

## Download SnapSnapSnap

Many agents and property managers are choosing to save time and money by capturing their own property photos. While camera equipment can be expensive, **SnapSnapSnap** offers an extremely cost-effective solution that doesn't sacrifice quality. With SnapSnapSnap, you can capture professional-quality photos using your iPhone.

Using HDR bracketing, and settings optimized for real estate photography, this photo app captures more detail than the standard iPhone lens, resulting in higher-quality images. SnapSnapSnap enhances the standard iPhone camera by automatically capturing a series of images at different exposure levels and then combining them to create a final photo with a broader dynamic range. This is particularly useful in real estate photography to ensure that both the bright and dark areas of a scene are well-exposed, resulting in more visually appealing and balanced images.



SnapSnapSnap captures enhanced detail effortlessly with its automatic bracketing feature, seamlessly blending multiple exposures into a single image.

## STEP 1 Use Professional-Quality Listing Photos

SnapSnapSnap is an affordable and convenient solution for real estate professionals who take their own property photos. If you want to streamline your workflow, **start by downloading the app**, signing into your BoxBrownie.com account, and shooting your first property.

### Get Your Images Enhanced for US\$1.60 Per Photo

Regardless of your budget, professional-looking images are a crucial component of any property listing. They not only grab attention but also present the property in the most authentic and appealing way.

After completing your photo shoot using SnapSnapSnap, take your images to the next level by submitting them for **Image Enhancement** right from the app.



Get professional-quality photos by shooting with SnapSnapSnap and submitting your shots for an Image Enhancement edit.

Whether you submit your photos via our app or upload your own images from your HDR camera through our website, BoxBrownie.com's team of experienced editors will work their magic on your photos for just US\$1.60 per image. They will adjust 17 different elements of each photo to enhance their online appeal, ensuring that your listings demand attention in a competitive market.

This cost-effective solution allows real estate professionals to access high-quality photo editing services without breaking the bank, ultimately elevating the visual impact of property listings.



**Pro Tip for Savvy Agents:** For all exterior and interior images, ensure you capture an extra-wide shot of the subject. Our editing team will correct any vertical distortion caused by your camera lens, which may result in some edges being cropped during the retouching process.

## STEP 2

# Get an Attention-Grabbing Hero Shot

The hero shot is a potential buyer or tenant's first impression of your listing, so it's important to make an impact and stand out from the crowd. An exterior photo taken at dusk is ideal for capturing attention and enticing viewers to click on your listing, but it's not always possible to get the perfect shot due to time-constraints or bad weather, plus shooting at sunset can be tricky to nail without the expertise of a professional photographer.

Here's the solution: SnapSnapSnap and some editing magic is the recipe for a cost-effective, efficient and click-worthy hero shot. With SnapSnapSnap, you have the power to shoot your images on even the gloomiest of days and still elevate your listing with the allure of an enchanting dusk setting. Introducing our **Day to Dusk** edit.

If you choose to capture your photos using a different device or already have professional shots, you have the option to upload them to our website. Then, simply choose your best exterior shot and submit it for a Day to Dusk edit. For just US\$4.00, our expert editors will create a scroll-stopping scene by applying a sensational sunset backdrop to your photo. Within 24 hours, you'll receive powerful imagery that resonates with buyers and tenants alike, allowing them to envision returning home at dusk after a long day.



A dull sky can ruin a photo, bring your listing to life with a Day to Dusk edit.



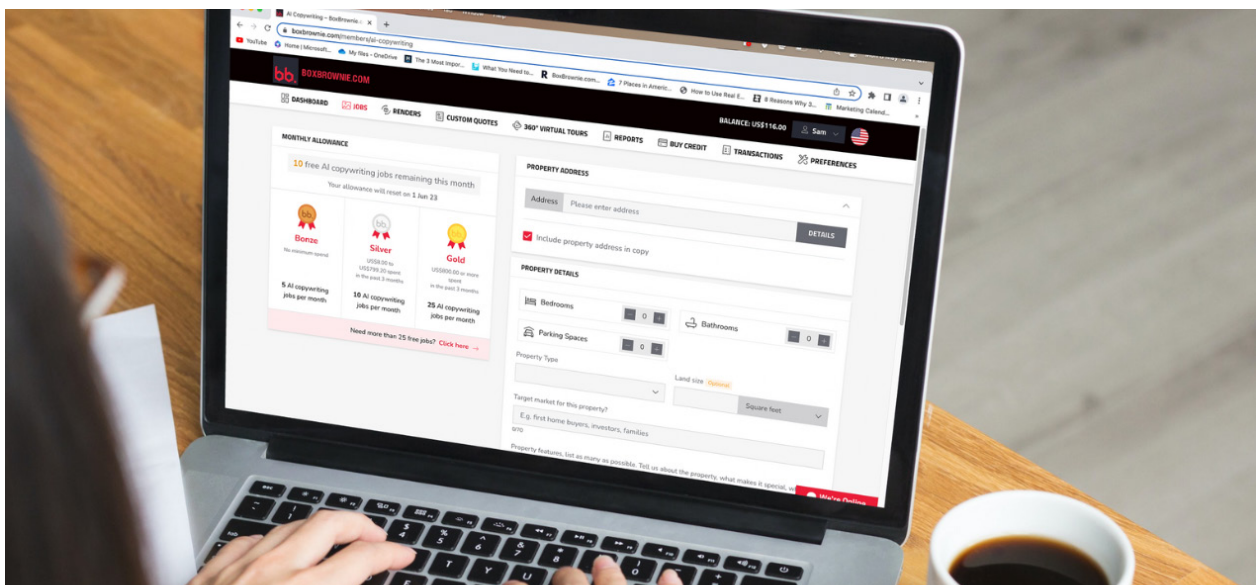
**Pro Tip for Savvy Agents:** Use this edit and SnapSnapSnap to impress sellers with a standout pre-listing presentation. Simply drive by the property, capture the exterior curbside with the app, submit it for a Day to Dusk edit, and incorporate it into the front page of your listing package to demonstrate that you're already marketing their property.

## STEP 3

# Craft a Compelling Property Description – On the House!

Listing descriptions are vital in real estate, serving to capture attention, highlight key features, and provide essential details about a property. A well-crafted description can create a vision for potential buyers, making them more likely to explore the property further. By harnessing the power of AI in writing property descriptions, real estate professionals can stay ahead in a competitive market, streamline their workflow, and ultimately enhance their ability to attract and engage clients.

With BoxBrownie.com, you can access a powerful AI writing tool that is customized for real estate listings. Our user-friendly **AI Copywriting** service empowers real estate professionals by effortlessly streamlining their workflow and creating polished copy quickly. Plus, BoxBrownie.com customers enjoy the benefit of receiving 10 free AI-generated listing descriptions per month, and the more you spend, the more you get.



Get a property description in seconds with our AI Copywriting service.

Save time and energy by accessing our AI Copywriting service through your BoxBrownie.com account:

- 1 Access the AI Copywriting Tool:** **Log in** to your BoxBrownie.com account, navigate to the Members Dashboard and choose “Copywriting”, then select “Add New Job” under AI Copywriting.
- 2 Enter Property Details:** Complete the form, providing all relevant information about the property.
- 3 Generate Description and Review and Customize:** Let the AI generate a detailed and engaging property description. Review it and make any necessary changes before incorporating it into your listing.

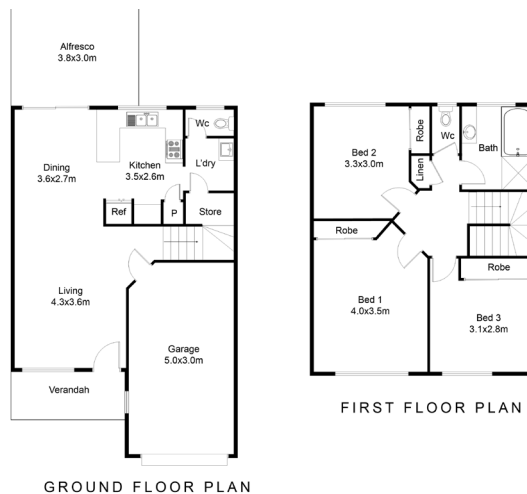
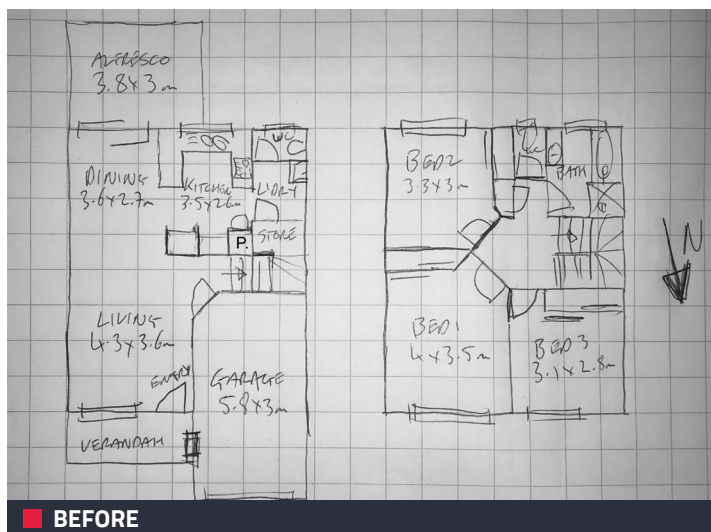
## STEP 4 Include a Professional Floor Plan

Fostering total transparency with potential buyers and tenants is paramount in the real estate industry, and it's essential to provide means of viewing a clear and detailed overview of the property in your listing. Some listings may include the builder's plans or a simple sketch of the layout, however neither are as powerful at connecting with buyers and tenants as a professional floor plan.

They depict the property's spatial arrangement in a way that professional-quality photos and the property description cannot do alone. In the perfect listing, the photos, the copy and the floor plan all work in harmony, ensuring the buyer is both well-informed and emotionally connected with the property.

A simple 2D Black and White Floor Plan serves as a valuable asset for any listing. Investing US\$24.00 in a professional floor plan can substantially generate more interest in the property. In fact, according to the National Association of Realtors (NAR), floor plans rank among the top four elements that buyers value during online searches.

With our **Floor Plan Redraw** edit, our expert editors can transform a sketch or complex builders' plans into an easy-to-read, market-ready floor plan, providing a holistic perspective of the property that fosters total transparency and empowers clients to make well-informed decisions.



Provide clarity and visual appeal with a professional 2D Black and White Floor Plan.

**Optional extra:** To boost brand recognition, further elevate your listing with a **custom floor plan** branded with your company's logo, fonts and color scheme.

## STEP 5 Create an Immersive Virtual Tour

In today's saturated real estate market, prospective buyers and renters sift through a multitude of listings to discover their ideal property, some even doing so from a different state or country. Therefore, there's a need for listings that go beyond just static images. Listings that have the power to virtually transport potential buyers into the property from anywhere in the world, at any time of day, are invaluable.

**360° Virtual Tours** are the answer. If you have access to a 360° camera and a monopod, here's our cost-effective tips for achieving an immersive virtual tour for your listings:

### Shoot Your 360° Photos

Ensuring the property is photoshoot ready is essential when shooting 360° photos, as the camera captures everything. We also recommend taking lots of photos, including shots of the hallways, to create a comprehensive and seamless virtual tour that makes the viewer feel like they are actually moving through the property.

**Optional extra:** To further elevate your virtual tour, get your photos enhanced with our **360° Image Enhancement** service. Like still images, our expert editors will adjust and correct 17 elements of your 360° photos, for a polished and professional look.



Capture interest and create an immersive experience with a virtual tour.

### Create a Virtual Tour

Starting from US\$16.00, our team will convert your photos into an interactive and immersive **virtual tour**. Simply upload your photos and the floor plan, and within 24 hours, we'll send you the link to the tour, ready to add to your listing. Plus, we'll provide free hosting of the tour for one year after creation.

For a complete guide on how to shoot and create an immersive virtual tour, check out our **video tutorial**.

# Empower Your Listings, Elevate Your Impact

Now that you have unlocked these five powerful strategies to elevate your property marketing, it's time to implement and discover next-level real estate success.

Providing you with access to the world's largest visual property marketing team, BoxBrownie.com offers a trifecta of efficiency, cost-effectiveness, and industry-leading quality. This is an ideal suite of solutions tailored for real estate agents and property managers looking to make a lasting impression on buyers and tenants in the competitive digital landscape.

Do you or your agency want to elevate listings effortlessly and leave a lasting impression on potential buyers? Leverage the transformative potential of captivating visuals by incorporating some or all of these five steps! **Sign up now** for FREE at BoxBrownie.com and enjoy 4 complimentary photo edits. Join today and transform your real estate marketing game!



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