

# Hype

## YOUR LISTING

As we are seeing seasonal slowdowns, listing strategy matters. Hype your upcoming listing and alert potential buyers with the Coming Soon status!



People tend to be visual. Try a few of these strategies!

*Remember! Listings MUST be posted in CincyMLS under the Coming Soon status before they can be advertised as Coming Soon and Coming Soon advertising MUST include the following verbiage: Coming Soon. No Showings until (the showing start date).*

*See the CincyMLS Rules and Regulations for complete Coming Soon rules.*



**Create teaser posts.** Think of movie trailers that give you just enough to get you to come back to the theater. Using your social media, post teasers for your Coming Soon listing with a call to action.



**Post a virtual preview.** Tour a few rooms or just the main level, leaving potential buyers wanting to see more!



**Send Coming Soon postcards.** Send 100 postcards to potential buyers and investors with Coming Soon across the top with an invitation to set a showing with you now for the Showing Start Date.

## MLS OF GREATER CINCINNATI

Tuesday Tip

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