

## WRIST INC

# JUNE 2006 NEWSLETTER

### Having an Open House?

Advertise it in the MLS! Once you add the open house to MLXchange, it will show not only in the MLS for other agents to view, but on public web sites for the general public to see. Over 165 web sites display WRIST IDX listings. With IDX, buyers can search portions of the MLS and see general information on their properties of interest. Included in this information are scheduled open house dates and times. Add your open houses today!

[Click Here For Instructions - "Adding Open Houses"](#)



### July 2006 Training Classes

MLXchange CMA	July 11th at 2:00 PM
MLXchange Basic	July 11th at 6:00 PM
MLXchange Advanced	July 12th at 2:00 PM
MLXchange Web Page	July 12th at 6:00 PM

[Click Here to Sign-Up Online at WRISTINC.COM](#)

### A Picture is Worth a 1000 Words

We have all heard the old saying "A picture is worth a 1000 words" and it's even more true today. We live in an age where people get hundreds of E-mails a month, all utilizing pictures and buzz words to catch your attention. These E-mail senders know they have a split second to peak your interest before you hit the delete button.

The reason I mention this is that many of our members utilize the auto-prospecting to communicate new listings immediately with their buyers. This is a great way for new listings to get noticed and build interest right away, yet currently this isn't as productive as it could be due to lack of a picture.

I have been tracking new listings and photo submission and am surprised at the results. One recent example is Tuesday May 30<sup>th</sup>. We had seventy-eight (78) new listings entered into the system that day, yet twenty-four (24) hours latter thirty-eight (38) still didn't have any photo's associated with them. That represents forty-nine (49) percent, almost half out listings still do not have a photo a day latter.

Put yourself in your buyer's shoes. He/she gets a E-mail (automatically sent) from their agent about a new property he/she might be interested in, they open the link to your listing and all they get is an address, price, number of rooms, baths and bedrooms and year built and the biggest section says **no photo available**. Does this market your property as effectively as you'd like to a potential buyer?