



THE LISTING MEDIA MATCH GUIDE

A SIMPLE GUIDE TO CHOOSING THE RIGHT MEDIA
FOR EVERY PROPERTY



IF THE PROPERTY HAS...

CONSIDER...

WHY IT HELPS...

Before you order

ASK YOURSELF THESE 4 QUESTIONS:

- 1 What makes this property different?
- 2 What won't buyers fully understand from photos?
- 3 Is the experience of the property part of its appeal?
- 4 Where will I be marketing the listing?

Start with the property not the product list

Choose the media that help
buyers see it, understand it
and want to experience it in
person.



Acreage, large lot or multiple structures.



Aerial photography and Aerial video

Show the relationship between the home, land, buildings and surroundings.



An unusual or complex layout.



Floor Plan/ iGuide Tour

Help buyers and room relationship and flow .



A strong lifestyle or emotional appeal.



Video

Shows movement, atmosphere and how the space connect.



High end finishes or architectural details.



Cinematic video

Gives those details more time and attention than photos alone.



Vacant or difficult to visualize rooms.



Virtual staging

Helps buyers capture scale, furniture placement and possible uses.



Features that are not obvious from the ground.



Aerial photography

Adds context that traditional exterior photos can't provide.



A strong social media story.



Vertical video for social media

Creates content designed specifically from where you're promoting the listing



Out of area buyer appeal.



Premium iGUIDE with detailed floorpan

Gives buyers a much better understanding before they can visit in person



A straight forward layout and typical lot.



Photography + Floor Plan

Sometimes that's exactly what the listings needs.

Still not sure what to order?

Ask us.

Tell us about the property and what makes it special. We see a lot of houses, and we're always happy to help you decide what makes sense and what you probably don't need.



PHOTOS



VIDEO



3D TOURS



AERIAL



BRANDING



MARKETING

SERVING LANCASTER BERKS LEBANON SCHUYKILL SURROUNDING AREAS



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*Guided by experience
Driven by story*