

Title A: How to Maximize Your MLS Listing to Sell Your Home Home Faster

Subtitle A: Discover what makes a good listing to attract the right buyer.

Title B: MLS Listing Dos and Don'ts for Calgary Homeowners

Subtitle B: Learn how to write a powerful listing to make your home sell faster.

Title C: 4 Things That Add Impact to Your MLS Listing

Subtitle C: Discover what home buyers in Calgary are looking for to make your listing stand out.



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If you're asking yourself, "How can I sell my house in Calgary?", the answer starts with creating an MLS listing that will attract the right home buyers.

Writing a listing can be tricky business. You want to highlight your home's best features and give home buyers a reason to see it. But at the same time, you don't want to come across as overly eager to sell.

This could make your property seem too good to be true, which can turn off prospective buyers.

It's also worth mentioning that a standout listing by itself isn't enough to move your property from "for sale" to "sold." However, having the right elements in your listing can [build interest in your property](#) to encourage showings and compete with other Calgary real estate listings.

Take note of the following tips to create an MLS listing that says "Buy my house in Calgary" without sounding desperate:

#1 - Hook Prospective Buyers Instantly

There are tons of places you can list your home online, and they each share something in common: Strong headlines. Good listings are supported by strong headlines.

It's the first thing that most people read, and it will determine whether the prospective buyer decides to read more.

If you want your listing to get the attention it deserves, don't think of your headline as an afterthought. The first few words in your listing work the hardest, so make sure you don't cut corners. Consider the following examples:

- More for your money!
- Magazine-worthy yard!
- Secluded Mountain Getaway just minutes from Calgary!

#2 - Promote Vision, Not Value



[Unsplash](#)

Everyone loves a good deal – whether you’re buying groceries, a car, or a home. However, overemphasizing value in your listing can come across as a negative.

Buyers may wonder why your home isn’t listed for a higher price. Or, they may feel that all the home has to offer is a good price, and that quality, location, and other features fall by the wayside.

Forget about price – most people search for properties according to their budget. Instead, your listing should create a vision that places the potential buyer in the picture.

Talk about what makes your property special. Highlight the most attractive features of your home, including layout, location, and upgrades. Is there a view of the Calgary skyline from the master bedroom window? A sprawling backyard garden or other special attributes? Walking distance to a top Calgary attraction? Do you have new carpets or fresh paints? Do you have new appliances?

Some Realtors capitalize these and other attractive features in their listings to get them to stand out.

When your buyers can momentarily step into the role of a homeowner and know what it might be like to live there, you stand a better chance of bringing them in to see your home in person.

#3 - Be Honest about Your Home

You don't have to divulge all your home's problems in the listing, but you should stick with the facts. For example, if your master bedroom can't fit a king size bed in it, don't mention that it can. It's easy to go overboard on "selling" your home in the listing, but overembellishing will disappoint prospective buyer, often to the point that they'll cross your home off their consideration list.

#4 - Include Professional Photos



[Unsplash](https://unsplash.com)

A picture is worth a thousand words. When potential home buyers are wading through listings that scream “Buy my house in Calgary!”, they’ll need more than a fancy headline to grab their attention.

Using photos in listings adds depth and vision to your MLS listing – but the photos you use matter. Hiring someone skilled in real estate photography can ensure your property’s best features are captured and presented in a favorable light. Photographers take into account aspects like lighting, home staging, and the right angles that most people can’t duplicate with a smartphone camera.

It might cost a little more to hire a professional vs. doing it yourself, but it will be worth the investment if it means selling your home quickly and at the right price.

Final Thoughts on What Makes a Good Listing

Remember that the listing is just the beginning. Homeowners also need to juggle home staging, showings, repairs, inspections, and eventually – the closing. However, without a good listing, your open houses/showings may receive few or no buyers.

If you don’t want to bother with the stress of crafting the perfect listing, using the best lighting for your pictures, or waiting weeks to find the right buyer, you can sell your house to [Properly](#). You’ll get a fair-market offer in 48 hours and close whenever you are ready.

[Contact us today](#) to get an offer for your home so you can sell it fast and move on to wherever life takes you next!

Got tips, ideas, or stories on how to write a good listing? Share yours below in the comment box.

Resources:

<https://blog.remax.ca/tips-taking-great-listing-photos/>

<https://myrealpage.com/5-tips-real-estate-listing-descriptions/>

<https://www.marketleader.com/blog/2013/10/31/write-listing-descriptions-that-sell/>

<https://www.realtor.ca/tips-for-sellers#2-1>

<https://www.cbc.ca/news/business/zillow-ap-website-canadian-homes-real-estate-listings-1.4864964>

<https://rankify.ca/blog/advantages-using-seo-real-estate/>