

Web Site Elements Guide Sheet

HEADER:

A brief, catchy description of your home.

HIGHLIGHTS (optional):

If there is something you want to call out on the exterior shot of your home.. (i.e. new roof, windows, siding, garage door, etc.)

PHOTO GALLERIES:

There will be one main image of each room category. Each main photo links to a gallery for that area showing more details and information.

URL:

(web site address) will be your street address unless you specify otherwise.

LIST PRICE:

The price you are asking for the house. (this can change at no charge)

ADDRESS:

Quick reference to address including city and state.

BULLET COPY:

This is where you can highlight the best features of the house, as well as the basics:
 How many bedrooms?
 How many bathrooms?
 Overall Square footage.
 Emphasize things that are new, and mention special features of the house that you want to make sure potential buyers can see at a glance.

LOCATION:

a brief description of neighborhood with a link to a (google) map to it.

CONTACT INFO:

Name and contact info for Real Estate Agent including phone, fax, email and web address link.

You can also have the Real Estate company's logo and link to that web site here.



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