



# What's It Look Like On The MLS?

How images and other content is presented  
on the Multiple Listing Service affects  
a buyer's perception of a property.

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TREND, a multiple listing service also known as The Delaware Valley Real Estate Information Network, provides the real estate community across a large portion of Southeastern Pennsylvania with products and services to assist licensees in the sale of properties, and to establish contractual offers of compensation. (1)

Listing information entered into the TREND system can be seen and accessed by more than 29,000 real estate professionals in Delaware, New Jersey and Pennsylvania. It engages professional users with interaction, and offers broader market exposure for listing information. It also supplies subsets of listing information to other distributors and online aggregators for both national and global reach. (1)

TREND claims it facilitates the sale of more than 70,000 properties a year, and carries information on more than 3 million listings. (1)

[1] "What Is TREND?," TrendMLS.com. Undated.  
<http://www.trendmls.com/Guest/ShowAboutLinkDoc.aspx?linkid=12>



## The Price Of Admission

### *Benefits of Agent Membership*

When you join TREND, you become part of the Philadelphia metropolitan real estate community. Not only do you gain access to valuable listing information, but your listings gain maximum exposure to agents and buyers in the region.

### *Pricing*

#### One-time Fees

Activation Fee	\$100
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#### Semi-Annual Fees

MLS Membership & Software Fee	\$156
Paper Bill Fee (optional)	\$15

#### Other Fees

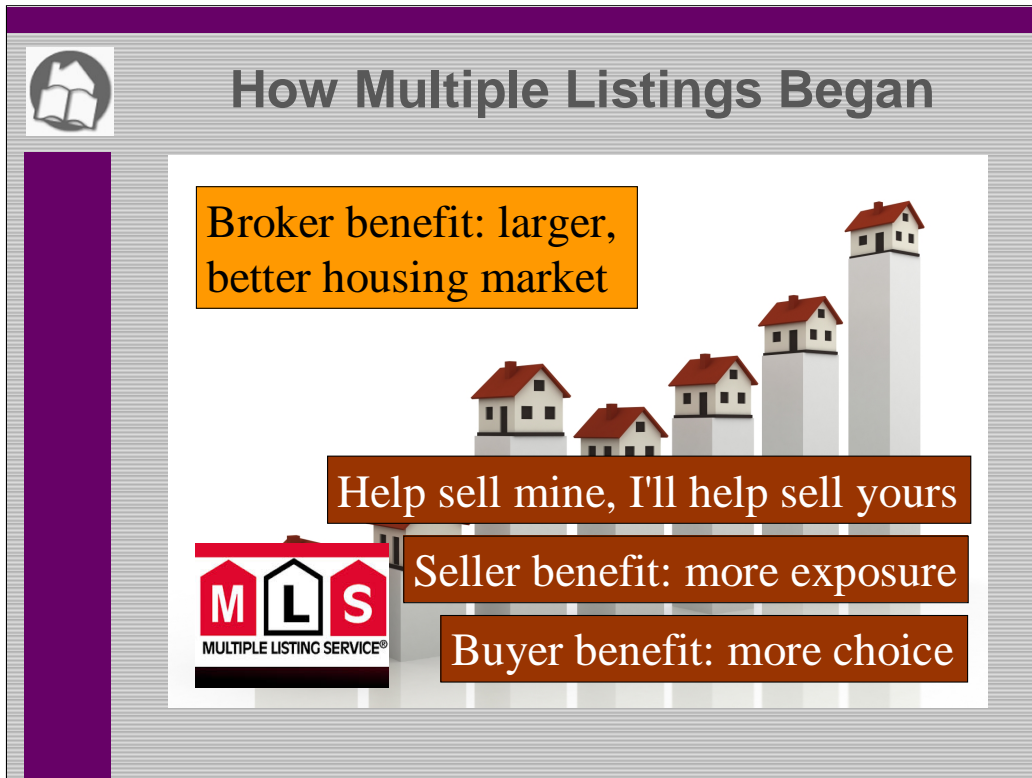
Member-Added Listing	FREE
TREND-Added Listing	\$40 (per listing)
Member-Added Listing Image	FREE
TREND-Added Listing Image	\$5 (per image)



[TrendMLS.com](http://TrendMLS.com)

TREND charges its members a start-up fee to join, and a continuing annual fee to use. Contact it, or discuss the subject with your broker, to learn the amount of these fees and their payment schedule. The prices shown here were effective Dec. 14, 2015, and could be subject to change at any time. For business budgeting purposes, it may be wise for first-timers to plan for \$425 in first-year payments to TREND, and \$325 in a second year. (2)

[2] "Benefits Of Agent Membership," TrendMLS.com. Undated.  
<http://www.trendmls.com/Guest/ShowJoinLinkDoc.aspx?linkid=35>



An MLS is a private offer of cooperation and compensation by listing brokers to other real estate brokers. (3)

In the late 1800s, real estate brokers regularly gathered at the offices of their local associations to share information about properties they were trying to sell. They agreed to compensate other brokers who helped sell those properties, and the first MLS was born, based on a fundamental principal that's unique to organized real estate: Help me sell my inventory and I'll help you sell yours. (3)

Today, through more than 800 MLSs, brokers share information on properties they have listed and invite other brokers to cooperate in their sale in exchange for compensation if they produce the buyer. Sellers benefit by increased exposure to their property. Buyers benefit because they can obtain information about all MLS-listed properties while working with only one broker. (3)

The MLS is a tool to help listing brokers find cooperative brokers working with buyers to help sell their clients' homes. Without the collaborative incentive of the existing MLS, brokers would create their own separate systems of cooperation, fragmenting rather than consolidating property information. (3)

MLSs are a powerful force for competition. They level the playing field so that the smallest brokerage in town can compete with the biggest multi-state firm. Buyers and sellers can work with the professional of their choice, confident that they have access to the largest pool of properties for sale in the marketplace. (3)

[3] "Multiple Listing Service (MLS): What Is It," Realtor.org. Undated.  
<http://www.realtor.org/topics/nar-doj-settlement/multiple-listing-service-mls-what-is-it>



## What's It Look Like In The MLS?



... Because that's where you're making your first impression, to peers and others.

Presentation in the MLS is important, which is why it's valuable - early on! - to know what information is entered in the database, and where. Almost all MLS groups allow multiple photos; TREND permits up to 25. Many with the capacity allow video.

TREND offers basic introductory courses, free to dues-paying members, that give new agents the basics on entering, retrieving and using information. Far too many agents fail to take this course. They end up learning less than the basics from someone in the broker's office, and that's a shame because they're losing out on valuable knowledge. At a minimum, sign up for TREND's "TREND Basics: Jump Start Success," or "New MLS Essentials" courses; each is only a hour long.

In addition TREND also offers, FREE!, these other courses:  
Online Get to Know the Portal: Easy Client Communication  
New MLS Appraiser Essentials  
Working with Buyers: Build Lifelong Relationships  
Market Your Listings Online: More Views, Showings, Results  
Generate Leads & Referrals: An Action Plan to Win Business  
Listing & CMA Presentations: Know Your Generations  
Farming Facebook Using TREND: Turning Friends Into Clients  
Price it Right with TREND Data: Navigate Pricing Dangers (4)

If you want to avoid mistakes with clients, if you want to target and reach the right potential prospects with a listing, if you want to save marketing money, if you want to know how to accurately price a property, and start on creating great listing presentations ... you absolutely should take all of these offerings.

[4] "Workshop Descriptions," TrendMLS.com. Undated.  
<http://www.trendmls.com/Guest/ShowAboutLinkDoc.aspx?linkid=23>



## What If You Blow Your Chance?



You may miss your best sales opportunity

If your presentation in the MLS is poor, you've blown your chance to make a good impression. Take a look at the following visual mistakes on TREND made in the past by VETERAN, not newcomer, licensees. And remember, we're dealing only with photos here; entering content and contextual information is a separate lesson altogether.



## Seen On TREND



Washed out. And which home is for sale?



## Seen On TREND



What kind of message does this photo send?





## Seen On TREND



Too dark in one corner (left). Too light in another (right). Odd curtains, odder arrangement. And what's that stuff on the counter?



## Seen On TREND



What's This?

Too Dark

Unmovable?

©TREND



## Preventable? Sure It Is



- Enhance (don't alter!) with good cropping
- Lighten with a different angle or better exposure or better daypart
- Did you ask the owners to clean?

Your first choice to avoid bad images on TREND is to take better photos. Take time to crop and compose the best possible photo in your camera view-finder or on the screen of your cell phone camera. You want to be far enough away to show as many house details as possible, but close enough in to create the perception of large size and not capture extraneous or distracting views. Look at the difference between the cropped photo of this house, and of the same house in the previous slide.



## Seen On TREND



It's the ONLY photo



## Seen On TREND



Why This?

Too Dark

What's This?

©TREND



## Seen On TREND





## Seen Recently On TREND



Why This?

© TREND



## Seen Recently On TREND



These seems like a strange shot ... but it may not be IF the licensee representing the seller wants to show off a newly installed roof. It needs an accompanying explanation, but with it the selling point may be a valuable one.





## Seen On TREND

It's the ONLY photo



There's no detail here to make the photo worthwhile.



## Seen On TREND



Someone should have moved the car, the photographer should have moved in more closely. The shot needs focus: which of these three row-houses is for sale? Hint: it's the one in the center with the barely visible broker's sign (and including it is generally not allowed).



## Seen On TREND



Yes, this was entered sideways and not corrected.



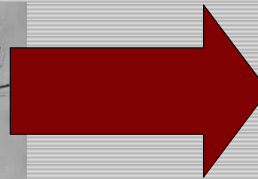
## Seen On TREND



Also entered sideways.



## Seen On TREND



To what spot in this photo did your eye immediately go?

Our eyes are accustomed to seek the light and openness, and avoid the dark in which sight is difficult. So it's likely your eyes naturally focused on the gap between the houses. The licensee may have had a reason for showing the space, possibly because it leads to a courtyard or backyard. A better-composed photo could have shown more of the house and the entrance alley as well.



## Seen On TREND

What's This  
Meant To Show?

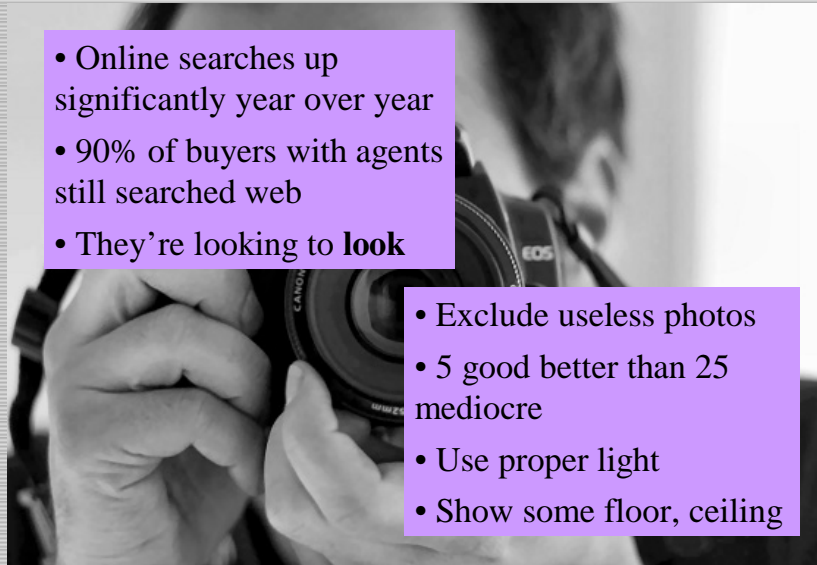
What's It Actually  
Showing?



Is the licensee showing the abundance of space in the garage, the racks that are built into the side walls, or the uncleaned mess in the center? Think about how the view you show in listing photos could be perceived by potential buyers.



## Reviewing Photo Best Practices



80+% of buyers prefer to use a real estate agent to purchase their home. We're still needed! (5)

Online searches by prospective buyers for properties has increased 253% over four years. (5)

Even with an agent available, 90% of prospective buyers searched online during the process, according to a Google-NAR study conducted in 2012. (5)

Good photos, not misleading ones or those that leave a negative impression, are essential. (5)

Tips:

•**Don't include useless photos.** You want to give buyers a general idea of the home but leave them wanting to see more by setting up a showing. Don't include useless pictures just to fill up the allotted 25 pictures in the MLS.

•**Properly utilize light.** Take advantage of natural light as much as possible by taking photos during a sunny day. Open the blinds to make the windows look transparent. Turn on all interior lights to eliminate shadows which make a room look smaller.

•**Show some flooring and some ceiling.** The combination gives buyers a fuller view of the home. (5)

[5] Hunter-Rowe, Raleigh NC

<http://hunterrowe.com/home-selling-tips/5954/importance-real-estate-photography-selling-home/>