

3-D models vs. Craigslist ads

Breathe life into empty lots with 3-D models, don't forget to list on Craigslist

Mar 3, 2014 Teke Wiggin

Editor's note: The #madREskillz finalist who receives the most votes in the poll below will be featured in an Inman News story. Click here to learn how to participate in Inman News' weekly #madREskillz competition. Voting closes 10 a.m. Eastern time Tuesday, March 4.

1. To help prospects “envision life” at a beachfront lot he’s representing, Larry Revier, an agent at Florida brokerage Re/Max Preferred, commissioned an architect to produce a 3-D model of a home that could be built on it, and wove the model into a video tour.
2. While Trulia, Zillow and other sites may have stolen a bit of its thunder, old-timer Craigslist can still prove to be a fruitful marketing tool, said Amy Gerrish, managing Realtor at The Phoenix Metro Group. Gerrish recently sold a home to a buyer who learned about it through a Craigslist ad she posted. “They called my buyers’ agent directly to schedule a showing,” she said.

Which marketing tactic do you like the most?

Larry Revier
@TrustLarry

To help buyers envision life at our beachfront lots, we had an architect create a stunning virtual home
buff.ly/1kdpun #MadRESkillz

Amy Gerrish
@phoenixmetro

@InmanNews Craigslist still works. Just sold my listing to a CL buyer.
#madRESkillz

VS



craigslist