

Your Property's Digital First Impression Audit

Score-Based Evaluation of Your Online Listing

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Why This Matters: 93% of buyers start their search online. Your digital presence is your first impression, and you only get one chance. Use this scorecard to evaluate your listing's online impact. For each item, check YES or NO, then total your score.

1. PHOTOS (30 Points)

	Criteria	Points	Score
	Professional quality photos (not phone snapshots)	10	
	25+ photos showing every room and angle	8	
	Well-lit photos (natural light, no dark shadows)	5	
	Empty counters, no clutter visible	3	
	Exterior photos showing curb appeal	4	
Total	Category Total	30	

2. LISTING DESCRIPTION (20 Points)

	Criteria	Points	Score
	Compelling headline that grabs attention	5	
	Description highlights unique features and upgrades	5	
	Specific details (not generic great location)	4	
	No spelling or grammar errors	3	
	Call-to-action (schedule showing, etc.)	3	
Total	Category Total	20	

3. ONLINE VISIBILITY (25 Points)

	Criteria	Points	Score
	Listed on MLS (via flat-fee service)	10	
	Active on Zillow	5	
	Active on Realtor.com	5	
	Posted on Facebook Marketplace	2	
	Visible on Redfin	3	
Total	Category Total	25	

4. VIRTUAL PRESENCE (15 Points)

	Criteria	Points	Score
	Virtual tour or 3D walkthrough (Matterport, etc.)	7	
	Drone or aerial photography	5	
	Video walkthrough available	3	
Total	Category Total	15	

5. LISTING DETAILS (10 Points)

	Criteria	Points	Score
	Floor plan or property layout diagram	4	
	Property tax info clearly stated	2	
	HOA fees disclosed (if applicable)	2	
	Easy contact method (phone + email)	2	
Total	Category Total	10	

YOUR TOTAL: _____ out of 100 points

What Your Score Means

85-100 Points

Excellent. Your listing stands out. You're competing with professional listings.

70-84 Points

Good. Solid presentation, but room for improvement in key areas.

55-69 Points

Fair. Your listing is costing you showings. Address weak spots immediately.

Below 55

Poor. You're invisible online. Buyers are skipping your property entirely.

Quick Fixes for Common Problems

- **If you scored below 70:** Your digital presence is costing you money. Consider hiring a professional photographer (\$300-500). It's the best ROI investment you'll make.
- **Missing MLS listing?** Use a flat-fee MLS service (\$99-300). Without MLS, you're missing 90% of buyers.
- **Poor photos?** Even an iPhone 12+ can take decent photos if you clean ruthlessly, open all blinds, shoot in natural light, and take 30+ photos.
- **No virtual tour?** Use free apps like Zillow 3D Home or invest \$150-300 for a professional Matterport tour.
- **Weak description?** Focus on specific upgrades, recent improvements, and lifestyle benefits. Avoid generic phrases.

Reality Check

If your property has been listed for 3+ weeks with fewer than 5 showings, your digital presence is the problem. The market doesn't care how nice your home is if nobody clicks on your listing. Fix your online presentation first, then worry about everything else.

Want me to run through your listing and tell you exactly what to fix? Free, takes 10 minutes.

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