

Does your marketing program include a floor plan? If not, the National Association of Realtors thinks this may be a critical oversight.

The association's **2022 Home Buyers and Sellers Generational Trends** report found that buyers **put floor plans high on their list of desirable homebuying tools** on agent websites, just behind photos and property details like square footage. (see NAR chart).

Floor plans are one of the most effective visual elements for your real estate listing and set you apart from the competition. Buyers appreciate them because they provide an overall understanding of the home layout in a single glance. And since nearly all buyers start their home search online, you can post your floor plan right in your listing as a photo or an attachment. Why not do both?

When you order interior and exterior photography from **Upstate Foto** you get a floor plan free.

- A color file delivered to your email and ready for print or online
- Delivered in 24-hours from the time access is provided
- Plans show window placements, room names and dimensions
- Up to two floors plus garage
- Bedrooms and baths stand out with different colors, so buyers can grasp the homes

VALUE OF WEBSITE FEATURES

Exhibit 3-8 (Percentage Ranking Feature "Very Useful" Among Buyers Who Used the Internet)

	AGE OF HOME BUYER						
	All Buyers	23 to 31	32 to 41	42 to 56	57 to 66	67 to 75	76 to 96
Photos	84%	90%	89%	88%	79%	75%	53%
Detailed information about properties for sale	80	82	82	84	78	74	62
Floor Plans	55	54	58	54	52	50	53
Real estate agent contact information	43	39	36	40	47	54	53
Virtual tours	43	40	45	46	41	41	32
Detailed information about recently sold properties	39	38	42	42	36	32	25
Pending sales/contract status	39	43	41	41	35	30	14
Neighborhood information	37	34	39	39	32	28	29
Interactive maps	34	38	39	36	29	20	14
Videos	28	26	28	29	24	24	25
Information about upcoming open houses	20	22	23	23	15	15	12
Virtual open houses	12	10	13	12	11	12	14
Virtual listing appointment	10	10	11	10	8	8	7
Real estate news or articles	6	7	5	6	5	5	7