

Tips for Writing Better Tour Captions

Your NRTTourBuilder tour is providing the viewer with an online "showing" of your listing. You need to keep this in mind as you write your tour captions. You know the old saying "a picture is worth a thousand words" - they are, so don't write captions that state the obvious. Think of what you would be saying to a prospective buyer as you walk them through your listing. Write captions that sell the neighborhood and the lifestyle that the home offers. Here are some examples:

This wonderful family home is within walking distance of an award winning high school and middle school.

Nearby Rolling Hills Country Club is an 18 hole championship golf course, has 10 tennis courts, and a wonderful juniors program during the summer.

The Avenues Mall is conveniently located, and it has three great restaurants that serve breakfast, lunch and dinner.

This beautiful home is conveniently located, you can drive to the city in :40 minutes, and to the beaches in less than :20.

You get the idea, write captions that sell your listing instead of ones that just describe your photos.

Good Selling!