



Did you know?

...that pets are best in showings?

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Are you doing what you can to market yourself as a pet-friendly house? Sixty-five percent of American households own a pet, and of those, 83 percent consider their pet to be a member of the family. These pet-popularity stats show why it's important for real estate professionals to know how to help buyers find a home that fits the needs of their entire family, Fido included.

When it comes to selling, the property's pet appeal can be a big selling point. Make sure to showcase pet-friendly home features and highlight if the property is near a dog park or businesses that are dog-friendly. Agents can also appeal to a pet-loving crowd by using animals in marketing videos and headshots and by staging listings to include pet accessories. Animal-loving agents who want to carve a niche in this market can volunteer at animal rescue organizations and connect with prospects on social media platforms, such as the Pet Realty Network.

The rise in pet power recently inspired the National Association of Realtors to create an infographic with facts about pet ownership and tips on how owners can make a home pet-friendly. In conjunction with the 140th annual Westminster Kennel Club Dog Show, which aired Monday and ended Tuesday, with the Best in Show judging, NAR's social media accounts encouraged followers to share photos of their dogs using the hashtag #RealtorDogs.

The social sharing campaign was created to have some fun and engage with their online followers by bonding over photos of their dogs. It is a hit with an online audience, garnering more than 1,000 tweets and trending on Twitter for over 12 hours.

Source: Daily Real Estate News | Tuesday, February 16, 2016. "Infographic: Make Your House a Dog House," NAR Newslines Blog (Feb. 12, 2016). Reprinted from Realtor Magazine Online, February 16, 2016, with permission of the National Association of Realtors. ©2016. All rights reserved.