



25462 N. 68th Drive, Peoria, AZ 85383
928-310-8167 • scottcarlinphoto@gmail.com

Tips for Creating the Best Neighborhood Tour Possible

- When selecting landmarks for your Neighborhood Tour, think about what is most important to your prospective home-buyers. Schools, Hospitals, and nearby Shopping Centers are obvious choices. Entertainment Districts, Art Districts, Museums, Theater Districts, Golf and Country Clubs, and Day-spas are also great. It all depends on the area, and the demographic you are targeting.
- Arrange the landmarks in order. Pretend you are driving your prospective buyers around the neighborhood, and list your landmarks in order that you would visit them in person, starting with the landmark closest to the home, and then the next closest, until you are at the furthest point away from your listing, and start moving back closer to the listing for the end, in a bit of a circle. The Google Earth aerial fly-over is much more visually appealing if it is not jumping around, back and forth to locations that are quite a distance from each other.
- If you don't know the exact name of a shopping center or other landmark, go to <http://maps.google.com>, and enter the location in the search box, or navigate using the map to the location. The correct name of the location will typically be provided there.
- Keep it close. As a rule of thumb, the closer the landmark is to the property listing, the more appealing it is to a buyer. A park that is 400 feet from a home is a huge advantage, but having a major landmark, such as a downtown district within 5 miles is also very appealing. We typically try to keep the landmarks within a maximum of 5-6 mile radius of a property, and very rarely more than 10 miles from a property. An exception to this would be properties that are in rural areas, where you can expect to travel longer distances to get places.

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