

How I Market Your Home

A sign on the lawn and an MLS® entry is not a marketing plan. Here is exactly what your listing gets, why each piece is there, and the things I will not do.

What every listing gets

Standard on every property I take. Not a menu, not an upgrade.

Professional photography

The first impression lasts about as long as a thumb swipe. Highest-leverage item on this page.

Cinematic video

Photos show rooms. Video shows how a house flows — and it is what social platforms distribute.

Floor plans

“1,800 sq ft” tells a buyer nothing about whether their furniture fits.

A description written for a buyer, not a form

Most listing descriptions are a spec sheet with adjectives. Yours is written for the person most likely to want it.

Matterport 3D tour

A buyer in Calgary walks your house at midnight before booking a flight.

Drone & aerial

On rural and acreage property the lot is half the story. You cannot tell it from the ground.

Virtual staging where needed

An empty room is hard to read. Always labelled as virtual — never passed off as real.

Distribution that already has an audience

REALTOR.ca, the portals, Facebook, Instagram, and a YouTube channel with over 800 subscribers.

Why presentation matters more than it did last year

Fredericton region, August 2026 against August 2025. Source: New Brunswick REALTORS® / CREA.

33 was 25

Median days on market. A week longer than last August.

733 was 645

Active listings. Buyers have more choice.

3.4 was 3.0

Months of inventory. Still a seller's market, only just.

What I will not do

Some of this is common. I think it is bad practice.

- **Present virtual staging as real.** A buyer who drives across town for a room that does not exist distrusts everything else in the listing.
- **Photograph around a problem** and hope it survives the inspection. It gets found, at the worst moment, with your leverage gone.
- **Tell you what you want to hear about price** to win the listing, then ask for a reduction in three weeks.
- **Manufacture urgency.** No fake deadlines, no invented second buyer.

The first two weeks decide most of it.

Your listing gets one launch. In the first fortnight it reaches every buyer already looking in your price range — the people with alerts set, the ones watching for months.

That audience sees it once. If the price is wrong or the photos are weak, you do not get them back when you fix it later.

Everything here is aimed at that fortnight being right.

Check it yourself before you call me.

Open a live listing at hamelrealty.com — the Matterport tour and video are on the page.

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