

Checklist

Market Your Properties Online

MAKE YOUR MARK ON THE MAP



Put Your Properties on the Map

- List all marquee properties in LOIS
- Include at least one image for every property
- Add drone footage and marketing videos if available
- Complete as many of the printable flyer fields as possible for buildings and sites to produce an in-depth document about the property
- List your contact information on each property brochure


Collaborate with Your Team

- Make sure everyone in your organization has a login to LOIS

Customize Your Map Viewer

- Integrate the LOIS map viewer on your website — ideally within two clicks of the homepage
- Customize the LOIS map viewer with your organization's logo and brand colors
- If the LOIS map viewer is embedded on your webpage, ensure the area is big enough or open the map viewer to a new window
- Add custom GIS map layers to market the property's best features and assets to target market sectors

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