
Why Sellers Should Insist on Query-Point

When you're selling your home, your goal is simple:

Get in front of as many potential buyers as possible.

Today, that usually means:

- Listing on the MLS
- Being seen on sites like Zillow
- Yard signs
- Open houses
- Online promotions

Those are all important—but they miss one critical moment:

The Drive-By Buyer

Most buyers:

- Search online first
- Then drive neighborhoods with a short list

But here's what happens all the time:

They see a home that wasn't on their list...

They like it...

And then they move on.

Later:

"What was that house? I don't remember the address..."

That opportunity is gone.

What Query-Point Changes

Query-Point turns your yard sign into an **instant information source**.

Anyone who sees your sign can:

- Hear details about your home
- Learn about the agent
- Access photos, video, and links

Immediately

Hands-free

Without having to remember anything later

Why This Matters to You as a Seller

You're no longer relying on buyers to:

- Write down your address
- Go back home and search
- Or remember to follow up

Instead:

You capture their interest **right at the curb**

Don't Lose the "Wow" Moment

A buyer might think:

"This is a beautiful home..."

But if they can't act on it right then:

You may never hear from them

A Small Cost for a Big Advantage

Even if it costs a few dollars a month, it's minimal compared to:

- The value of your home
- The cost of missed buyers
- The time your home sits on the market

And for buyers:

It's completely free to use

Simple for Buyers

They can:

- Use a voice app
- **or**
- Open a location-based page (“widget”)

No friction. No delay.

Bottom Line

Query-Point helps ensure that every person who sees your home can instantly learn about it.

That means:

- More exposure
 - More interest
 - Better chances of selling faster
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Simple Ask to Your Agent:

“Are we using Query-Point on our sign?”