



# MASTER KEYWORD TERMS



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# MASTER KEYWORD TERMS

**Here's the List of Keywords You Can Plug In the MLS**

**FOR "PRETTY HOUSES": Use these keywords to find pretty houses for your "Open House Blitz" campaign, investors/developers,**

Remodeled, Updated, Redone, New, renovated, rehabbed, turnkey

**FOR "UGLY HOUSES: Use these keywords to find**

Contractor, cosmetic, court approval, Cracks, Damage, Developer, Eviction, Fixer, Foundation Issue, Foundation Problems, Handy Man, Illegal, Investor, Leaking, Leaks, Lot Of Work, Lots Of Work, Major Fixer, Mold Damage, Mold Issue, Motivated, Must Sell, Needs Fixing, Needs Repair, Needs Work, nestled, No FHA, Owner will carry, Potential, Probate, Roof Issue,, Sold As Is, Sold For Land Value, Structural Damage, Tear Down, Termite Damage, Tlc, Uncooperative, Unfinished Construction, Unpermitted, Vandalized, verify permit, Water Damage, Will Not Qualify,