



**EZQR**

# How to Set Up a Property Listing QR Code

**1**

## Decide what the scan should open

Best results: a single property landing page with photos, full description, video walkthrough, virtual tour, and a "Book a showing" button. If you do not have a dedicated page builder, your MLS public detail page or your brokerage listing page works fine.

**2**

## Create a dynamic QR code in EZQR

Sign up and paste the listing URL. A dynamic code lets you repoint the same printed asset later — to your next listing, or to a "just sold, looking for similar?" lead-capture form.

**3**

## Print the QR on every marketing surface

Yard sign rider, property flyer, MLS handout, business card, direct mail. Add a clear caption like "Scan for full photos, virtual tour, and to book a showing."

**4**

## Test scans before going to print at scale

Pick up your phone, scan from the distance buyers actually will (street, table, hand-held). Confirm the destination opens and the page is mobile-friendly. Test on both iPhone and Android.

**5**

## Repoint and track scans across the sales cycle

When the property sells, switch the destination to your next listing or a follow-up form. Per-code analytics show how many drive-by scans each property generated, when, and roughly where — so you know which neighborhoods and price points pull the most curb interest.

**Make your own QR code → [ezqr.ca/qr-codes-for-real-estate](https://ezqr.ca/qr-codes-for-real-estate)**



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Scan the code or visit the URL to get started.