

YOUR PERSONALIZED PROFESSIONAL MARKETING PLAN SETTING UP FOR SUCCESS...

1. Consultation: We will start with discussing how we can support you with our collective efforts to make the very best “First Impression”.
2. To Stage or Not to Stage: We will determine the best plan for obtaining the highest possible price for your home. While some believe staging is simply about painting or changing out furniture it is truly so much more. (More on this subject when we discuss staging versus not staging.)
3. Laying Out a Plan: We will put together an “activity list” and we will include the optimum timeline for all the activities that will support your ultimate goal. Where you want to be and by when. What’s important to you, is important to us.
4. Professional Photography: We will hire the best of the best and we will spare no expense when it comes to professional photography. We understand that before anyone steps foot in your home, they will look at pictures first. We will make sure the pictures represent the very best features of your home, the property and any local parks, schools or points of interest. We understand this will add to the value of your home sale efforts.
5. Mailers: Dependent upon your timeline, we will send out flyers to announce “Coming Soon” or “Just Listed”. We will include a nice professional photo, your personal web address and tidbits of information to peak interest.
6. Keller Williams Announcement: We will post “Coming Soon” or “Just Listed” within our intranet system to over 350 agents.
7. First Class Brochure: We will determine which pictures best describe your home and show off its best features. We will include information about your community’s lifestyle, schools, surrounding areas and points of interests.
8. Personal Website: We will prepare a personal website that includes a tour of your home with professional photos, a brochure, home details and school information.
9. Signage: We will provide a first class professional sign, along with sign riders, that include your personal web address and other features we all deem appropriate.
10. Multiple Listing Service: We will have our marketing specialist upload a minimum of 20-30 pictures (with descriptions) as well as write a story of your home to optimize your home’s internet presence.
11. Open Houses: We will hold three very important open houses within the first 10-14 days of listing your home: Broker caravan, personal neighborhood invitation and an advertised, open to the public, open house. (Note: not necessarily in that order.) These will be advertised through the internet, mailers, flyers and social media.
12. E-Flyer: We will email blast 50,000+ agents throughout the region announcing the new listing and broker open house.
13. Internet Presence: We will upload to KWLS for maximum site exposure. We will do a short video to be shared on You-tube and we will promote your home through Facebook, Pintrest, Twitter, etc.
14. Zillow: As a Premier Agent, this enables us to promote your listing within the first 30-days as a premier listing.
15. Print Advertising: We will discuss print advertising.
16. Analyze Efforts within 30 Days: We will circle back within the first 30 days to evaluate the marketing efforts, activity and next steps.