

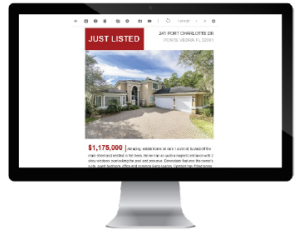
MULTIPLE LISTING SERVICE (MLS)

Your property is listed in our local MLS. The MLS is a tool to help listing brokers find cooperative brokers working with buyers to help sell their clients' homes. Much of the information about your home on the internet originates with the data in the MLS



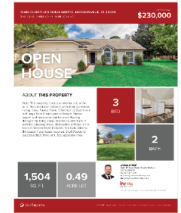
SOCIAL MEDIA ADVERTISING

Paid social media advertising is used to market your property to a well-defined audience. This exposes your property to literally thousands of potential buyers.



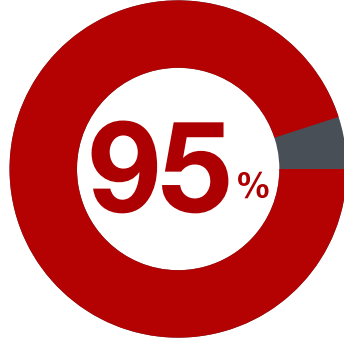
EMAIL LISTING ANNOUNCEMENTS

A Listing Announcement Email is sent to over 1,500 of the top agents in our area.



FLYERS & BROCHURES

Printed materials are created and displayed for potential buyers when they tour the home.



THE PERCENTAGE OF BUYERS THAT USED ONLINE TOOLS IN THE SEARCH PROCESS



LEAD GENERATION

Every strategy used to market your property is built to capture leads. Because we ACTIVELY market your property, we reach more people in a shorter period of time, which can lead to a quicker sale of your property.



THE BIG 3 WEBSITES

These days, virtually ALL buyers start their search on the internet. 98% are using one of these top 3 sites. We feature your property on each one.



TELL IT TO THE WORLD WIDE WEB

In addition to the top 3, we also post your listing to literally hundreds of websites using Listhub syndication to make sure we leave no stone unturned.



YARD SIGN

A sign in the yard will let people in the neighborhood know that you're for sale. Many times people know someone looking for a home in your neighborhood.



OPEN HOUSES

Open houses at your property add to the exposure your property gets. Advertising them on popular websites helps drive interest and traffic to your property.



LEVERAGING KELLER WILLIAMS

Showcasing your property at company meetings and marketing your property through our interoffice message boards and mailboxes lets agents know about your property so they can bring their customers.

STRATEGIC MARKETING CAMPAIGNS



COMING SOON CAMPAIGN

Marketing your home before showings start help build up interest and demand.

- Professional yard signage
- "Coming soon" email blast to Realtor database
- "Coming soon" announcements at company meetings and marketing your property through our interoffice message boards and mailboxes to let agents know your property is coming on the market so they can bring their buyers.



JUST LISTED CAMPAIGN

Once you're ready for showings, we'll launch a marketing campaign to let the world know your for sale.

- Launch listing on my website, MLS and other syndication websites
- Professional yard signage
- "Just listed" email blast to database of customers and local Realtors
- Custom landing webpage and funnel campaign
- "Just listed" callout campaign to highly qualified buyers
- Open house shortly after listing



OPEN HOUSE CAMPAIGNS

Whether or not an open house is where your buyer comes from, they serve a strategic purpose aggregating interested buyers in a specific geographic area

- Open house time and date posted to popular websites
- Social media campaigns announcing the open house
- Multiple marketing methods
- Door knocking day of
- Yard signs to attract neighborhood attention



PROFESSIONAL PHOTOGRAPHY

Professional photography is an absolute must. We hire a professional photographer that specializes in shooting real estate only.

A PICTURE IS WORTH 1,000 WORDS

Let's face it... these days nearly everyone searches for homes on the internet. Often, they only look at that single photo to decide if they want to click and take a further look. If you only have that one chance to make a first impression



- This photo was most likely taken with a cell phone.
- Because the photo was taken at the wrong time of day, a dark shadow is cast on the front of the home.
- The low resolution of this photo causes it to appear fuzzy and out of focus. Fine details, like the color of the door and shutters, are lost.



- This photo was taken by a professional, using professional equipment.
- It was taken at the correct time of day and the home looks bright and inviting.
- The crisp resolution of this photo allows all the details to come through.



EXTERIOR

- Keep the lawn immaculate
- Prune the bushes, weed the garden, and plant flowers
- Clean and align the gutters
- Pressure wash home siding
- Inspect and clear the chimney
- Repair and replace loose or damaged roof shingles
- Repair and repaint loose siding and caulking
- Keep garage door closed
- Apply a fresh coat of paint to the front door
- Buy a new welcome mat

PREPARING YOUR HOME

You've probably heard the saying "You'll never get a second chance to make a first impression". Well it certainly applies to marketing and selling your property. To get the most money for your house it's important to show it in its best possible light. I'll help you decide how your home will appeal to the widest range of potential buyers.

DE-CLUTTERING



BEFORE DECLUTTERING



AFTER DECLUTTERING

Sometimes, removing personal items and clutter is all it takes. And yes... that's the same kitchen.



MARKETING CALENDAR

Every property listing gets a marketing calendar that outlines the specific marketing that we plan to do and the date that it will be done. We share it with you so **you** know the plan.



MEASURING UP

We constantly analyze the key metrics that help us take a proactive approach to selling your property and keep **you** informed.



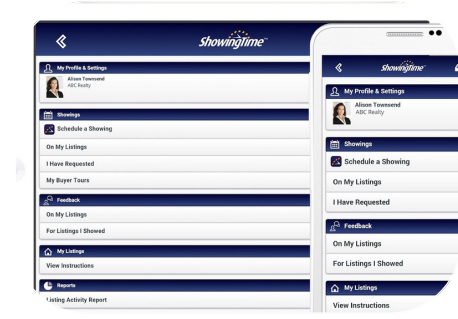
SALES REPORTS

I provide a summary of all our marketing efforts on a regular basis so that **you** know what's going on every step of the way.



COMMUNICATION

Regular phone calls, emails and texts will keep **you** informed of the progress toward getting your property sold.



SHOWINGTIME

Scheduling showings of your property are made simple and easy through our app based scheduling service that puts **you** in control of showing appointments.



HOME PREP FOR SUCCESS

INTERIOR

- Clean every room and remove clutter
- Hire a professional cleaning service while the house is on the market
- Remove items from kitchen counters and closets
- Remove all personal photos from walls
- Re-surfacing soiled or strongly colored walls with a neutral shade
- Apply same neutral color scheme to carpets and flooring
- Check and repair cracks, leaks in the attic and basement.
- Repair holes or damage to plaster, wallpaper, paint and tiles
- Replace broken or cracked window panes, molding or other woodwork





SELL YOUR HOUSE

**FOR THE MOST MONEY
IN THE SHORTEST AMOUNT OF TIME**