

Marketing plan

SOCIAL MEDIA MARKETING

We make sure to get your home in front of the right folks with paid social media advertising. There's no additional cost to you—it's included in your listing package! Here's a sneak peek into the kind of content we'll use to showcase your home.

Coming Soon

A sneak peek of your upcoming listing that includes an enticing photo of your home, along with a few quick facts that are sure to grab potential buyers' attention.

Just Listed

Your home is now officially on the market, and we want everyone to know about it. This post is a snapshot of your home that links to the featured listing page on our website with the 3D virtual tour and an easy way to schedule a showing.

Facebook or Instagram Live Video

Spencer records a LIVE tour of your home on social media to highlight some of his favorite spaces and features.

Featured Listing Video

A stunning collection of photos and drone footage that tells the story of your home. Plus, it's just a click away from our website's featured listing page which showcases your home from top to bottom.

Open House

This post will give buyers the scoop on your upcoming open house.



WEBSITE & DIGITAL MARKETING

Your listing will be showcased with a full featured listing page on our website. It will also be advertised on Zillow, Realtor.com, Trulia, and over 750 other real estate websites.

SHOWCASE BOOKLETS FOR BUYERS

Buyers will be able to grab a stunning showcase booklet after touring your home. It's the perfect way to make sure YOUR home is the one that sticks in their heads after viewing a bunch in one day!

WEEKLY MARKETING REPORTS

You will always stay in the know of what is happening with the sale of your home with our guaranteed weekly communication that will include online listing marketing stats and buyer feedback from showings.

*All efforts are made to provide every listing with the proposed social media content outlined. Listing timelines can vary and the exact content and proposed timelines may be need to be adjusted accordingly.

WE TAKE SERVICE

TO THE NEXT LEVEL



STRATEGIC PRICING

We use our years of experience, market knowledge, and appraisal-style valuations to ensure that your home is priced competitively while still maximizing your profits.

WE SHARE YOUR HOME'S STORY

No one knows your home better than you—that's why we want to hear your story. Our team will take the time to learn what makes your house and neighborhood unique, so we can effectively communicate that to potential buyers.

VIRTUAL TOUR

As part of our photography process, we take an extra step to create a 3D virtual tour of your home. This enables potential buyers to take a virtual "walkthrough" of your property online, 24/7!

SHOWCASE BOOKLET FOR BUYERS

Buyers will be able to take away a beautiful showcase booklet from their showings with all of your home details and a QR code to take them to your listing on our website. A great way to keep YOUR home top-of-mind after looking at several houses in a day!

SOCIAL MEDIA MARKETING

Our listing package includes paid advertising across Facebook and Instagram, which guarantees your property will be seen by the largest possible audience of buyers.

DIGITAL MARKETING

We make sure your listing gets the attention it deserves! Not only will it get a full featured listing page on our website, but it will also reach Zillow, Realtor.com, Trulia, and over 750 other real estate websites.

OPEN HOUSE

Hosting an open house is a great way to showcase your home to a lot of potential buyers in one short weekend. (Seeing a little competition never hurts either!) And who knows? Even the most casual house hunter might just stroll through and fall in love with your home.

NETWORKING

It's all about the people you know—And we know a lot of people! Our team is constantly engaging with the community to promote our listings. Whether it's at business networking groups, community events, or while volunteering. By prioritizing face-to-face interactions, we're able to connect with a lot of folks who might know someone on the house hunt.

MARKETING REPORTS

Throughout the listing process, you will receive weekly emails containing the latest digital marketing stats on your listing along with feedback from potential buyers who have had a showing or attended your open house.

WEEKLY STATUS UPDATES

Don't worry, the communication doesn't end once you've accepted an offer! Every week you'll get updates on how things are progressing through the transaction timeline and if there's anything you need to work on. We make sure you never feel left in the dark!