



AGGRESSIVE MARKETING CAMPAIGN

Successfully Proven Results

We employ aggressive marketing techniques to ensure your property doesn't go unnoticed! These methods have proven higher selling conversion rates.

OUR PROCESS

1. Professional photos taken on a **Tuesday**.
**Possible staging consultation prior to this. Staging is meant more for properties that don't have clearly defined living spaces or smaller than normal square footage.*
2. Pre-Listing email & social media "blast" for the property on **Wednesday**.
Will schedule any pre-listing showings that day, as well.
3. Listing goes LIVE on HAR.com by **Thursday** afternoon.
**At this time the property photos and information get syndicated all over the web and to the thousands of listing websites (i.e. Zillow, Trulia)*
4. Massive email & social media "blast" for the property on **Thursday** evening for all the open houses over the weekend.
5. Broker Open House hosted on **Friday**. Gourmet lunch served to drive Realtor® & Broker traffic. ****May not apply to all listings. Depends on market.****
6. Public Open Houses hosted for 2 hours **Saturday & Sunday**.

If priced to sell (at market or below), we typically see offers coming in by **Monday** or we continue to see lots of showings and traffic throughout the following weeks. If we don't, then consumers are dictating that the property is overpriced!

**Always remember traffic is a direct indicator of how well a property is priced.*