



MARKETING RESOURCES

We Don't Just Put a Sign in the Yard!

- Market preparation and pricing the property to sell - given at the Listing Appointment.
- Professional Photos - we pay for, depending on property, we may even get aerial photos or a floor plan.
- Pre-listing notification to create "buzz" about the property will be sent out to thousands of brokers via social media groups and email to all local agents.
- Digital, internet, & E-marketing programs.
- Custom marketing materials to distribute and leave at the property.
- Social media marketing campaigns online via YouTube, Facebook, Twitter, Instagram, and LinkedIn.
- Depending on the property, print media advertising in publications such as the Chronicle.
- Direct mail and EDDM massive mail out campaigns.
**Sometimes we partner with a service provider, like a mortgage broker.*
- Accompanied showings, if necessary. We also make the home "show-ready" by turning all the lights on etc., prior to a scheduled showing if you are not home.
- Negotiation expertise and contract management once an offer is executed.
- Five-star customer service includes: Showing feedback sent out immediately, and online advertising metrics emailed weekly.