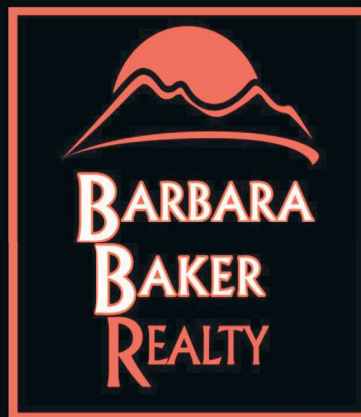


# BARBARA BAKER'S STRATEGIC MARKETING PLAN



Sedona's Premiere Boutique Real Estate Firm

928.301.0669 • [BarbaraBakerRealty.com](http://BarbaraBakerRealty.com)

# If others judge you by your achievements, shouldn't your realtor be held to the same standard?



## What Barbara Baker has achieved.

Barbara has been selling real estate in Sedona since 2003. She only lists and sells in Sedona. It is her single focus. She competes and consistently wins over the large national real estate franchises, and Barbara Baker Realty is the top grossing independently owned real estate firm in Sedona. Barbara is highly respected among local realtors for her personal work ethic and client integrity.

- Over 800 million in closed sales
- Top 5 agents in Sedona, 2017– 2025
- Top reviewed Sedona agent on Zillow./ Google
- Highest number of Sedona units sold as an individual agent, ~ 2018 - 2025
- Sells a Sedona property on average every 10 days.

# Barbara's "5" Point Plan that will get your property sold.

## 1: Preparation

- Fix it. De-clutter it. Stage it.
- Price your property to receive multiple offers and sell for top dollar.
- Brilliant photos (3 settings) plus;  
Tours: Matterport 3D Tour / Virtual Tour / 3D Drone Tour  
Luring description and colored brochure

## 2: Exposure

- National and global internet syndication:  
Zillow Group, (Zillow, Trulia, Street Easy, Hot Pads, and RealEstate.com), HomeDebut.com, Homes.com, Oodle.com, PropertyShark.com, BarbaraBakerRealty.com, Flexmls.com, Bing.com, Realtor.com
- Targeted and timed open houses (Optional)
- Featured listing on monthly newsletter list with over 1900 subscribers
- Home and Land print publication

## 3: Gain Offers

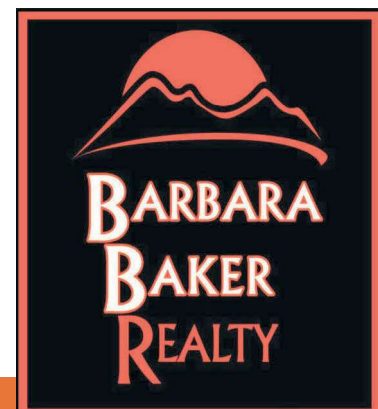
Follow up on showings, understand buyers motivation, and solicit helpful information from buyer's agent

## 4: Negotiate Offers

Negotiate multiple offers to her sellers best advantage, including:  
Barracuda Negotiating skills for the most advantageous outcome for the seller, in both price and terms. Use all tools and talents to hold the escrow together, monitoring and following up with all parties to successful close.

## 5: SOLD

Show me the money!



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# Barbara could tell you why she's best suited to sell your home, but she'd rather let her clients do it.

*"A monkey could list a home in today's market. But a Shark will sell your home for Top Dollar. Barbara Baker is a Shark."* **Jeanne — Formerly of Sedona**

*"Sometimes it may be enough to have a "good" realtor, but sometimes you need a "great" one. Barbara Baker is an exceptional agent. She brings market knowledge, passion, flexibility & positivity to your transaction. My home sale involved several unexpected wrinkles—including the pandemic—but Barbara's professionalism and dogged pursuit of seeing the sale through until close never wavered. Aside from recommending Barbara as a consummate real estate professional (& that is NOT a characteristic you can safely assume of many Sedona realtors), I also have to point out that she's a pleasant person to work with, always looking for the silver lining even as she protects her client's interests. Go with Barbara, you'll be glad you did."* **B. Phillips — Sedona**

*"Barbara was recommended to me because of her track record, clear understanding of the Sedona real estate market and extraordinary skill in presenting a house for sale. Working with her was a pleasure -- in everything she did she was honest, professional, upbeat, patient and fun. Best of all, within days after the house was listed she secured multiple proposals and three weeks later the sale successfully closed for above market value. Over the years, I have had the pleasure of working with a number of excellent real estate agents, and she is the best of the best!"* **Jim — Sedona**

*"After interviewing several Sedona area realtors, my wife and I chose Barbara to list our home for sale. Her words and deeds convinced us that she was more interested in what was best for us versus just saying or doing whatever it took to make a quick buck."* **M. Dvoren — Sedona**

*I wish she could clone herself and work everywhere so I could use her again* **A. Taylor — LA**

*"The Lady goes beyond the call of duty. She will do anything to get the job done no matter rain or shine. Even walk across a flooded creek 1 -1/2 mile up a hill to sell your property! She is the tops and always has a smile!"* **E. Meany — Phoenix**

**Check out all my other client testimonials on Zillow.**

