



THE STEEL CITY AGENT
AMANDA TIHEY | REALTOR®



A SELLER'S INSIDE LOOK

How Your Home Should Be Marketed

Marketing your home isn't just putting it on Zillow and hoping someone's mom sees it. Done right, it's a coordinated launch campaign that creates urgency, attracts qualified buyers, and drives competition. Done wrong — well, that's what this guide is for.

"Homes don't sell themselves. Neither do agents. What sells homes is strategy, execution, and refusing to accept 'it's just a slow market' as an answer."



Amanda Tihey

REALTOR® | Keller Williams Exclusive

📞 412-852-7776 | thesteelcityagent@gmail.com

SERVING
Southwestern Pennsylvania

The Marketing Spectrum

Bad, Good, and Great — because knowing the difference is worth thousands of dollars at closing.

Marketing is the engine that drives buyer traffic to your home. More traffic means more showings. More showings mean more offers. More offers mean leverage — and leverage means money. What your agent does (or doesn't do) in the first 30 days of your listing will define your outcome. Here's the full picture.



The Bad Marketing Plan

MLS + prayers.

- Photos taken on an iPhone 6 in portrait mode. In January. At dusk.
- Listed Friday afternoon. Open house never scheduled.
- No social media. No email blast. No carrier pigeon. Nothing.
- Price reduction after 60 days with zero explanation to the seller.
- Description reads: '3BD 2BA. Move in ready. Must see!' — and that's it.
- Zillow auto-populated the listing. Agent has not logged in since.
- Showing instructions: 'Call the agent.' Agent does not answer.
- When asked about marketing results: 'We just need the right buyer.'

Translation: your home is on the internet in the same way that a phone book listing is 'marketing.' It exists. That's about it.



The Good Marketing Plan

Professional. Predictable. A little safe.

- Professional photos. Standard lens, decent lighting, acceptable angles.
- Shared to the agent's personal Facebook page (312 followers, mostly family).
- A lockbox and a showing service. Feedback requested — sometimes received.
- Follow-up with showing agents after 3–5 business days.
- MLS listed with a complete description that includes the actual room count.
- An open house on Sunday. Advertised Tuesday. Attendance: 4 people and a dog.
- Email blast to the agent's database. 400 contacts. 22% open rate.
- Price adjusted at 30 days if needed. A real conversation actually happens.

Solid execution of the basics. Won't win any awards — but won't embarrass anyone either. You'll sell. Eventually.



The Great Marketing Plan

Strategic. Multi-channel. Built to create urgency.

- Professional photography, twilight photos, and a full video walkthrough
- MLS listing with a compelling narrative — not a bullet dump, a story
- Agent network outreach to active buyers' agents before the listing goes live
- Coming Soon strategy to build pre-market buzz and maximize Day 1 traffic
- Drone footage for lot context, street appeal, and neighborhood positioning
- Targeted digital ad campaigns: Facebook, Instagram, and Google
- Social media launch across multiple platforms with consistent posting
- Weekly performance reports: views, saves, showings, and market feedback

This is what your home deserves. Every day your home sits unsold costs you money. A great marketing plan shortens that timeline significantly.










The Steel City Agent Marketing Plan

Not a checklist. A campaign. Built specifically for your home, your market, and your timeline.

"Every listing I take gets treated like it's the only listing I have. Because to that seller, it is."

— Amanda Tihey

The Full Marketing Plan — What's Actually Included

 <p>Professional Photography</p> <p>HDR photography by a licensed real estate photographer — not Amanda's nephew with a DSLR. Interior, exterior, detail shots. Delivered within 24 hours.</p>	 <p>Video Walkthrough</p> <p>A cinematic walkthrough that lets out-of-area and relocation buyers experience the home before setting foot in it. More reach, more showing requests.</p>	 <p>Drone Aerial Footage</p> <p>Lot size, neighborhood context, proximity to parks, roads, and community features — all visible from above. Especially powerful for larger lots and corner locations.</p>
 <p>Social Media Campaign</p> <p>Coordinated launch across Facebook, Instagram, and TikTok. Not a single post and done — a sustained content strategy through the life of the listing.</p>	 <p>Targeted Digital Ads</p> <p>Paid Facebook and Instagram ads targeted by zip code, income bracket, life event (recently engaged, expecting child), and buyer behavior signals.</p>	 <p>Coming Soon Strategy</p> <p>Pre-market buzz before Day 1. Neighborhood outreach, social teasers, and agent network alerts so there's a line of buyers ready when it goes live.</p>
 <p>Agent Network Outreach</p> <p>Direct email to active buyers' agents in the area — the ones currently working with pre-approved clients looking in your neighborhood and price point.</p>	 <p>MLS + Portal Syndication</p> <p>Maximum exposure across Zillow, Realtor.com, Redfin, Homes.com, and 100+ partner sites — with enhanced listings where available.</p>	 <p>Weekly Performance Reports</p> <p>Views, saves, showing requests, agent feedback, and market position updates — every week, without you having to ask.</p>

The Steel City Agent vs. The Average Agent

THE AVERAGE AGENT	THE STEEL CITY AGENT
iPhone photos on a cloudy Tuesday	Licensed photographer, HDR, delivered in 24 hours
'Listed on the MLS' is the entire marketing plan	9-channel launch campaign starting before Day 1
One Facebook post. Their personal page. 200 likes.	Paid social ads with demographic targeting and retargeting
No video. Buyers get 12 blurry photos to imagine a life.	Full cinematic walkthrough + drone — buyers fall in love before the showing
Agent network 'outreach' = hoping a buyer's agent calls	Direct email to active agents with pre-approved buyers in your area
Open house: advertised 2 days out, shown to 3 neighbors	Coming Soon launch builds urgency before the listing is even live
Updates when you ask. Which you do. Often.	Weekly performance reports with real data — no asking required
Price drop at 30 days because 'nothing's moving'	Marketing analysis and strategy pivot based on actual showing feedback

95%

Of buyers start their home search online — your listing photos are your first showing

47%

More views for listings with video vs. those without, according to NAR research

Day 1

The most critical day of your listing — the Coming Soon strategy is designed to maximize it

READY TO ACTUALLY MARKET YOUR HOME?

Your Home Deserves More Than a Zillow Listing.

Amanda builds a custom marketing plan for every listing — because no two homes, neighborhoods, or sellers are the same. Schedule a free consultation and see exactly what your home's campaign would look like before you sign anything.

No obligation. No pressure. Just a real plan from an agent who actually runs one.

Contact Amanda Directly



CELL / TEXT

412-852-7776



OFFICE

412-682-0120



EMAIL

thesteelcityagent@gmail.com



WEBSITE

TheSteelCityAgent.Com



FACEBOOK

Amanda Tihey



INSTAGRAM

@thesteelcityagent



TIKTOK

@thesteelcityagent

Your Free Marketing Consultation Includes:

- ✓ A personalized marketing plan built around your specific home
- ✓ A sample of what your listing photos, video, and ads would look like
- ✓ A Coming Soon launch strategy tailored to your neighborhood
- ✓ A competitive pricing analysis to support the marketing position
- ✓ An honest conversation about what will and won't work for your property
- ✓ Zero pressure to sign — just real information to make a real decision



Amanda Tihey

REALTOR® | Keller Williams Exclusive

The Steel City Agent



AMANDA TIHEY | KELLER WILLIAMS EXCLUSIVE | SOUTHWESTERN PENNSYLVANIA

Moving you from where you are now... to where you want to be!™

© 2026 Amanda Tihey | The Steel City Agent | All Rights Reserved.