

# Strategic Marketing Plan



## I. HIGH QUALITY PHOTOGRAPHY

The first impression is essential. If homebuyers aren't sold on images they see online, chances are they will move on. It can also impact their perception of the home prior to seeing it. A good photograph will create a positive emotion associated with your home.

## II. INTERNET EXPOSURE

- A. Featured Listing: Your home will be a featured property on our team website and our broker's site.
- B. Social Media: Your home will be marketed on our various social media sites. We make it easy for viewers to spread the word about your property through one-click buttons for email and social posting.
- C. Listing Syndication: Since 94% of homebuyers start their search online, we will market your home on key real estate websites, including Zillow and Realtor.com

## III. MULTIPLE LIST SERVICE

Through Bright MLS, your listing reaches thousands of agents in Maryland, Virginia, Pennsylvania, and other states.

## IV. PROFESSIONAL SHOWING SERVICE

The easier it is for agents to access your home, the more showings you will get and the faster it will sell.

## V. E-CARDS

To stimulate immediate interest in your home, we will email an announcement to key agents and buyers about the availability of your property. We will continue to promote your listing and keep it front of agents and potential buyers until it is sold.

## VI. YARD SIGN

We will display a quality yard sign to catch the eye of street traffic.

## VII. COLOR FLYERS

We'll leave high quality flyers at your home for prospective buyers to take when they tour your home.

