

# 5 STEP MARKETING PLAN



## Step 1

### The Power of Professional Photography

We will take the time to help you determine what is needed for the necessary presentation, maintenance, or repair of your home. Your home's digital presence is the first exposure most buyers have to your home. Exceptional photos will showcase your home's best attributes and create an emotional connection that will attract buyers to your property.



## Step 2

### Seller Listing Launch®, Engaging your Community

*It's all about the backlog of buyers*

Our exclusive, federally trademarked program is all about elevating the psychology of the backlog of buyers while reaching out to new buyers just entering their home search. It creates a buzz at launch that motivates buyers to take action.



## Step 3

### Comprehensive Marketing Strategy

*We market your home*

Our exclusive marketing strategies will position your home to reach virtually every buyer. Our approach is designed to showcase your home to the largest audience in order to leverage your position in the market and get you superior results.



## Step 4

### Digital Marketing

Our award-winning website is the foundation for your home's online presence. Every listing is complete with a custom property web address, beautiful photo galleries, social media sharing, demographics and school data.



## Step 5

### Online Presence, We're Local, We're Global

We get maximum exposure through 65 countries. In addition to the dynamic visibility on our own website, we have a strategy for market exposure so your home is syndicated to the top sites throughout the country, across the globe and all local and regional real estate companies. We reach virtually 100% of all potential buyers through our online exposure of your property.