



SIGNATURE MARKETING PLAN

Obtaining the Maximum Price Through Maximum Market Exposure

I. Comprehensive Market Analysis:

1. Market Absorption Trend
2. Comparative Market Analysis
3. Competitive Pricing Analysis

II. Professional Marketing Presentation:

4. Photography, Lighting & Editing
 - a. We always hire a professional photographer to take high resolution digital images of your home.
 - b. Lighting used by our photographers enhances the interior features of your home.
 - c. Our team of graphic designers may thoughtfully edit the photographs, to enhance the image quality and better showcase the features of your home.
5. Professionally Designed, Customized Brochures, Fliers and Email Blasts
 - a. Our marketing team of tech-savvy graphic designers will create customized brochures and flyers for your home.
 - b. The printed brochures will be used for open houses, and on display for showings.
 - c. We always have a digital copy as a PDF for distribution to our prospects' email and smart phone. We maintain regular communication and follow up with all potential buyers.
 - d. Our marketing team creates an email flier version of your home brochure, which is emailed to all area Realtors®. This email version includes a link to the virtual tour.
 - e. Our marketing team will create customized e-flyers to promote your home for all Open Houses & Realtor® events, coffees, luncheons.



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III. Internet Advertising: Over 90% of home buyers begin their home search on the Internet. The following steps will ensure your home receives maximum Internet exposure and Search Engine Optimization.

6. Listing Syndication

- a. Your home will appear on a minimum of 100 major real estate portals.
- b. Your home will also be a featured property on the home page of:
 - i. Your broker's website: www.markivanbrown.com
 - ii. Your broker's virtual tour website: www.markivanbrownhomes.com
 - iii. Our company website: www.willowoakrealtors.com

7. Individual Property Website (IPW)

- a. We provide a customized, individual property website (IPW) for this listing.
- b. This website will use the property address as the URL (www.123mainstreet.com), or will use an outstanding feature of its neighborhood or community (www.dilworthbungalow.com).
- c. This website includes detailed information about the property and the lifestyle in the area. Niche marketing strategies attract clients interests in this specific lifestyle and location.
- d. Unlimited text, photos, links and attachments can be added to the IPW to truly "tell the story" of your home.
- e. Virtual tour of the property can also be embedded into the IPW text area.
- f. The custom text, links and additional content added to your IPW with the Search Engine Optimized to maximize exposure of your home on the internet.
- g. We will provide weekly statistical reports which highlight the website traffic to your virtual tour.