

Some Progressive Marketing Steps We'll Take To Get Your Property Sold!



1.

We'll create a Sharp Website For Your Property. It will have a unique domain name for your street address. And it will be syndicated to **more than 20 major property search portals** like Trulia, Zillow, and Google Base.



2.

We'll use the pictures of your property to create a visually appealing video. This video will be uploaded to Youtube so that your property can be found on the very popular video sharing site.



3.

craigslist

We'll create a Craigslist ad for your property and repost it on a weekly basis. Craigslist is becoming an increasingly popular resource for buyers searching for homes on the internet. Your presence here will expose your property to **hundreds, maybe thousands** of prospective purchasers.

\$179000 / 3br - Bank Owned in Manassas (with video!)

Date: 2010-01-18, 4:58PM EST

Reply to: bosa-sfbak.1558916590@craigslist.org (bosa-sfbak.1558916590@craigslist.org)

160 Polk Drive is a single family detached home with a fenced yard. This property featur listed for \$179,000. On the main floor you'll find 1 bedroom and 1 full bathroom, and the



4.



We'll create a Facebook ad for your property and set it to be **shown 50,000 times to local users of the world's most popular social networking site.**

5.

We'll create a Twitter account for your property and set it to **automatically tell other Twitterers in the area** about your property.



6.



It's really surprising that more agents aren't doing this. **We'll create a google ad that shows up when people search for keywords related to your neighborhood and area.** This way, as out of town people search google for real estate, your property will show up near the top of the page.

7.

Text Messaging Lead Capture. In Our Efforts To Market and Sell Your Property, We'll use Text Messaging Lead Capture Wherever Possible. This technique allows us to capture Cell Numbers In Real Time so that we can do a an effective job of Converting Qualified Prospects Into Appointments To See Your Property

The House Around The Corner Is
For Sale!!!

www.YOURPROPERTYADDRESS.COM

or

Text "4522" To "411699"

8.

Mobile Property Website Accessed By Text Message.



By **advertising the unique text code and mobile website associated with your property** on your Sale Sign, buyers who are passing by will be able to instantly receive information on the property. And we'll be able to quickly follow up and present your property in its best light by calling the prospect's cell number.

9.

The Phone!



This one's a simple step that most of our competitors never think to take. **We're going to call the 5 agents who have participated in the most recent sales in your area.** Chances are good these agents might have other buyers looking in the neighborhood. It will be our job to keep your property top-of-mind with cooperating agents.

10.

The MLS Done Right.



When we post your property to the local MLS system, we'll make sure the description is engaging and that the pictures **present your property in its best light.** This is a fundamental, but very important step that a lot of agents get wrong!

11.

Our Company Database!



We'll make sure that everyone we know is familiar with your property. (And we know a lot of people!)

- **Our Past Clients**
- **Our Current Clients**
- **Other Agents We Know**
- **Our Facebook Fans**
- **Our Twitter Followers**
- **Other area business owners and local residents in our database.**

12.

The Usual Stuff

Pricing Your Property Right
Staging It To Sell
Open Houses
Broker's Open Houses
Newspaper Ads (Maybe)
Negotiating On Your Behalf...

While most agents do a good job at the “usual stuff,” the “usual stuff” doesn’t interest today’s modern buyer.

While most of our competitors are skipping the first 11 items in this list, we’re busy making sure your property is exposed and presented to as many buyers as possible.

If it looks like we rely heavily on web marketing, that’s because we do!

Why? 90% of buyers are searching for property online....

And THEY’RE DEFINITELY GOING TO KNOW ABOUT YOURS....!