



Marketing Plan

The Boston market is affected by overall economic trends, interest rates, and also by the seasonality of the selling cycles.

Positioning and promoting your property both to potential buyers and to the brokerage community is critical to achieving a competitive sale price. In Keller Williams Realty's experience, the most important factors in bringing about a competitive sale are promotion and broker expertise. My job is to reach all of the likely buyer prospects for your property either directly or through the Brokerage Community. By building a marketing program that provides a high level of exposure, I seek to develop maximum interest in your property

Professional Photography and Virtual Tours

Photographs and virtual tours will be incorporated into the majority of the marketing developed for your property. Having professionals complete these materials is the first step in the marketing process. With your permission, color shots will be taken of your home and a virtual tour may also be shot so that buyers can better view your home on-line and in print.

Advertising Brochure

This exclusive property brochure features the details of your home. Photographs are included in this piece as well as pricing, and information about the property. This brochure serves as both a mailer to prospective buyers, to the brokerage community, to relocation sources, and as a handout piece.

Promoting Co-Brokerage

MLS (Multiple Listing Service): This web-based data bank places your home "on the market" with over 600 REALTOR® offices in Greater Boston. Agents, and even the clients that they have signed up on MLS, can receive announcements for new listings, price changes, and status changes. This database gives other agents easy access to property and contact information, as well as photos and virtual tours of your home.

LINK (Listing Information Network): Although similar to MLS, this property database is designed for agents in the immediate Boston neighborhoods. Agents can email data to potential buyers and easily access photos, virtual tours and information about your property.

Signage

Certain properties may benefit from the exposure of a sign in the yard or on the building. Numerous calls are received by buyers who see the sign. A Keller Williams sign is installed with the owner's permission and will have my direct contact information.