



CUSTOM MARKETING PLAN

- ❖ Entry in the Multiple Listing Service for all Central Florida agents to preview details about the property and share with their buyers
 - We will allow the MLS to have the property viewed through the IDX system. This allows it to be featured and show up on every Central Florida agent's websites as well as our own. So we will have every agent in town working for you.
- ❖ Professional Photos taken to showcase property features - 10-20 photos
 - Photos Added to MLS and all website search engines and real estate sites
- ❖ Virtual Tour taken of the property Uploaded to Video Search Engines and included on all websites and MLS
- ❖ A High Quality Full Color Direct Mail Campaign that will announce the listing to our database of clients
- ❖ Personal Property Website (example: 123mainst.com)
- ❖ Placement of property on Keller Williams Website: www.kw.com
 - Syndicated from KW website to other major search engines (See Other Flyer)
 - This site will feature the listing at random
- ❖ Enhanced Listings on Realtor.com (#1 Searched Site for Homes)
- ❖ E-Flyers mailed periodically to all Keller Williams Agents and prospective buyers with any updates to price or open house announcements
- ❖ An E-Flyer Campaign sent to 1000 agents servicing the ^{Enter Your neighborhood} ↓ area announcing the listing.
- ❖ Featured Listing on Personal Websites and syndicated to another 10-15 websites
- ❖ Listing Info submitted through Social Networking Sites
- ❖ Open House Program if you are interested
 - We can discuss and see if this will work for you.



Staging Tips

- ❖ Breakfast area – Keep Floors completely clear of all items and table clear to make sure the beautiful windows are the feature of the space
- ❖ Kitchen – Clear all countertops of personal items, except decorative pieces.
- ❖ Family Room – Remove personal photos if possible
- ❖ Clear boxes out of the room – place in a closet
- ❖ Bathroom – Keep bathroom counters clear except decorative items or a few hand towels or soaps. Keep personal toiletries in cabinets below.
- ❖ Living areas – keep cat toys in a toybox out of the way during showings
- ❖ Laundry Room – Keep floor clear to show buyers the large space
- ❖ Guest Bedroom – move cable/internet wires to a wall area if possible