



The Home Selling Process: Marketing Your Property

Our 14-Step Marketing Plan

Designed to capture the maximum exposure for your home in the shortest period of time, we'll implement our comprehensive 14-Step Marketing Plan.

We will:

1. Research the local market and help you price your home strategically so you're competitive with the current market and price trends.
2. Help stage your home to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint, and terrific curb appeal.
3. Use professional photography services to create maximum visual appeal and interest from home buyers.
4. Place "for sale" signage for visibility to drive-by prospects.
5. Distribute "just listed" notices to neighbors, encouraging them to tell family and friends about your home.
6. Optimize your home's internet presence by posting information in the Keller Williams Listing System (KWLS) as well as local and global MLS systems, including plenty of photographs and a description of your property.
7. Produce a 360° virtual tour of your home, placing it on multiple websites to attract both local and out-of-town buyers.
8. Provide custom floor plan graphics to set the marketing of your home apart from other properties.
9. Create fliers and comment cards to place inside your property.
10. Target our marketing to active real estate agents who specialize in selling homes in your neighborhood.
11. Advertise your home in our direct-mail campaigns, email campaigns and social media.
12. Create an open house schedule to promote your property to prospective buyers and market those open houses.
13. Target active buyers and investors in our database who are looking for homes in your price range and area.
14. Provide you with weekly updates detailing our marketing efforts, including comments from the prospective buyers and agents who have visited your home.



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Our Extended Marketing Reach

When you list with us, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.

Google maps

YAHOO!
REAL ESTATE

AOL real estate

trulia
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Zillow.com
Your Edge In Real Estate

HGTV's
FRONTDOOR

cyberhomes
by Fidelity National Financial

HomeFinder.com

hotpads.com

FRONTDOOR'S
openhouse

Local.com

CLRsearch.com
The right home in the right place

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PROPBOT

Vast

LYCOS

eRealInvestor™

LandWatch

RESORTSCAPE

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MyREALTY.com
GLOBAL LISTING SERVICE

overstock.com
real estate

Investor
LOFT

Military.com
ALL THE BENEFITS OF SERVICE

LakeHomesUSA.com

HOMES.COM

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Showcase your property listings on Twitter

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HomeWinks™
The EASY Way to Find Homes for Sale

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