
Marketing Plan

LOCAL Multiple Listing Service (MLS)

Exposes your home to hundreds of agents on our local Board of Realtors and to millions of households on the Internet across the globe through Realtor.com. With Keller Williams Realty, it doesn't stop there! Through our ListHub syndication, your home gets exposed again and again to millions of potential buyers all over the country and Canada, approximately over 300 feed sites like Trulia, Zillow, Homes.com, and many more.

Signage

I post my professional yard sign on your property, with your permission, for more exposure to buyers who are looking in your neighborhood. My signs are my biggest advertiser in which I receive calls on. Our signs are everywhere. Our customers and clients tell us they see Keller Williams red all over town. I include on each sign a flyer box for potential buyers. NOTE: Any larger signage requiring fabrication will be discussed on a case by case basis.

Internet Visibility and Exposure

Your home is posted on Realtor.com from our MLS where approximately 90% of buyers start their home search. In addition, your home is posted in our Keller Williams Listing Service (KWLS), KW.com (USA, Canada & Worldwide now), My Personal Websites: www.justlistedinbullheadcity.com, www.bullheadcityrealestate4you.com, www.HomesListedInBullheadCity.com, www.ColoradoRiverLiving.com, and Google, Trulia, Homeseekers and many other popular search engines. See our brochure.

Colored Flyers

A Colored Flyer is send out to the printer's for that professional look and placed in the flyer box on each sign so potential buyers can take one with them as they drive around the neighborhood.

Office Tour

Every other week, when schedules permit, our "office caravan" tours the properties listed with agents within our office so you have 40 agents trying to sell your home first. We break up the city into three parts so every other week we focus on one section at a time to maximize exposure to your property. Our office sells 25% of our own listings.

Mailings

I send out "Just Listed" postcards to your neighbors because they may know someone who wants to buy a home or property in your neighborhood.

Follow up

- ♦ Agents who have viewed your property are contacted for feedback.
- ♦ I keep you updated with follow up calls/emails on the progress of your home.
- ♦ Communicate with you in the manner you've requested (email, phone, text)

Visual Tours

I create a professional Visual Tour of your home (not vacant land) and post them in our MLS. Virtual Tours can help reach millions of internet users. It posts your home's video on eight other search engines including Realtor.com. YouTube videos coming soon.

Keller Williams Multiple Listing Service

Yes, KW has their own MLS! As I mentioned above, our Keller Williams MLS system (KWLS) posts your home on many search engines to reach the maximum number of potential buyers who may be interested in buying your home both nationally and internationally. KW has over 90,000 agents! That's a lot of potential buyers.

Social Media Advertising and Exposure

Through Social Media, we can reach millions of people, potentially THE buyer for your home. I primarily use Craigslist ads through our Keller William's eEdge system giving me a huge advantage over the competition. It allows me to brand my listing with explicit details then creates the ad for me to post on Craigslist. No other real estate company offers their associates the most advanced technological tools to assist them in selling your home. I also utilize BackPage for additional ads.



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***SEO-Website Ranking
with Google Searches***

Today, this is where our advertising efforts go. Social Media, Websites and Google Searches are how people communicate and shop. It's my job to reach as many people in a way that they understand in an effort to compel them to come see your home. I work on my websites weekly adding new content to move the popularity of my site(s) up on the google results pages. This is important because when a potential buyer searches, for example "Laughlin Ranch Homes for Sale", I want at least one of my websites to show up on the first two pages (page 1 is always our goal). The goal is to have them land on my website, see your home and call me for an appointment. If they call and reach any Realtor as a result, this is good too. We just want to receive an offer on your home, get you where you need to be and sold as quickly as possible.



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