

# CUSTOMIZED MARKETING PLAN

CLIENT:

ADDRESS:

PHONE #:

EMAIL:

PHONE #

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Creating a comprehensive real estate marketing plan for a new listing is crucial for attracting potential buyers and achieving a successful sale. Here is our step-by-step plan tailored to maximize exposure and engagement. These are the time tested tactics and actions we employed based on the price and location of the property.

## 1. Pre-Listing Preparation

- **Property Assessment & Staging:**
  - Evaluate the property's strengths and any necessary improvements.
  - Recommend professional staging to highlight the home's best features.
  - Arrange for deep cleaning, landscaping, and any minor repairs.

## 2. Pricing Strategy

- **Market Analysis:**
  - Conduct a Comparative Market Analysis (CMA) to determine a competitive price.
  - Review recent sales, active listings, and market trends to set an attractive price.
- **Client Consultation:**
  - Present the pricing strategy to the seller, explaining the rationale and potential outcomes.
  - Discuss and advise recommendations on **Buyer's-Broker Compensation**.
  - Be prepared to adjust pricing based on initial market feedback.
- **Don't Guess! Work with a PSA:**
  - As part of my commitment to delivering exceptional service and results, I hold the **Pricing Strategy Advisor (PSA)** certification from the **National Association of REALTORS®**. This prestigious designation equips real estate professionals with advanced knowledge and tools to accurately assess property value and strategically position listings in competitive markets.
  - Importantly, **very few agents in Brunswick County, NC, hold this certification**, making it a unique advantage for my clients. The PSA designation represents more than just pricing homes — it reflects a commitment to analytics, precision, and professional excellence.

- Through the PSA framework, I:
  - Perform comprehensive **Comparative Market Analyses (CMAs)** using real-time local data
  - Interpret **micro-market trends** that influence buyer behavior and pricing power
  - Help sellers avoid the risks of mispricing, whether overexposure from overpricing or leaving money on the table through underpricing
  - Build pricing strategies that reflect not just comparable sales, but also **absorption rates, market velocity, and buyer psychology**

By applying this specialized expertise, I ensure your home is positioned to generate immediate interest, create buyer urgency, and support a smoother, faster transaction — all while protecting your equity.

### 3. Enhanced Online Exposure and Technology Integration

- **Specialized Home Search Platform:**
  - Your home will be prominently featured on our specialized home search site, NCCoastalLivingHomes. This innovative platform leverages cutting-edge behavior monitoring and AI messaging to instantly alert our agents when potential buyers are showing interest in properties like yours. This ensures your listing gains maximum visibility among the most relevant audience.
- **Zillow Showcase & Premier Online Placement:**
  - To further elevate your property's visibility, we utilize **Zillow Showcase**, a premium listing enhancement that highlights your home with elevated placement, immersive media presentation, and enhanced buyer engagement tools. Zillow is one of the most visited real estate platforms in the country, and Showcase positioning helps your property stand out in a competitive marketplace — attracting serious buyers and increasing exposure to high-intent search traffic.
- **Reverse Prospecting via MLS and CRM:**
  - Through **MLS reverse prospecting**, we can directly identify agents and active buyers who have searches saved for homes similar to yours. This data allows us to **personally reach out to buyer agents** representing clients whose criteria match your property, ensuring no opportunity is missed. Our integrated **CRM system** syncs with this data in real time, automatically tagging and tracking these high-intent prospects so that we can follow up efficiently and strategically.
- **CRM and Automated Tools:**
  - Our powerful Customer Relationship Management (CRM) system integrates industry-leading tools and automations, maintaining our site as the go-to resource for coastal North Carolina properties. This technology not only streamlines the process of matching properties with potential buyers but also enhances the overall efficiency and effectiveness of our marketing efforts.

- **Mobile App for Buyers - ETТА:**
  - To further enhance property exposure and improve the buyer experience, each registered buyer is invited to use the ETТА app. This app keeps potential buyers informed of new listings that match their criteria, ensuring continuous engagement and increasing the likelihood of a faster sale. The app's intuitive design and user-friendly interface make it an invaluable tool for buyers navigating the real estate market.
- **Homes.com Exposure:**
  - In addition to our specialized platforms, your listing will be prominently featured on **Homes.com**, one of the largest real estate websites in the U.S. Homes.com offers a comprehensive property search experience and reaches millions of potential buyers every month. By listing your home on this platform, you'll expand your property's reach to an even wider audience, increasing its chances of being seen by the right buyer.

#### 4. Online Marketing

- **Professional Photography & Videography:**
  - Hire a professional photographer to capture high-quality images.
  - Create a video tour, including drone footage if applicable, to showcase the property from different angles.
  - Consider 3D virtual tours for immersive online experiences.
  - YouTube Video on our channel to give creative exposure with a more humanizing approach that potential buyers can relate to.
- **MLS Listing:**
  - Create a compelling listing description highlighting key features, benefits, and unique selling points.
  - Ensure the listing is complete with all necessary details and high-quality visuals.
- **Real Estate Portals:**
  - Syndicate the listing to major real estate websites like Realtor.com, Trulia, and [Homes.com](https://www.homes.com) and **Zillow Showcase** for extended exposure
  - List on **Zenlist** for broad exposure within the eXp Realty Agent Registry.
  - Optimize the listing with keywords to improve search visibility.
- **Social Media Campaign:**
  - Promote the listing across platforms like Facebook, Instagram, and LinkedIn, eXp Workplace Groups.
  - Use targeted ads to reach specific demographics and locations.
  - Engage followers with regular updates, photos, and open house announcements.
- **Property Website:**
  - Create a dedicated website or landing page for the listing.
  - Include the video tour, 3D walkthrough, and detailed property information.

## 5. Offline Marketing

- **Print Advertising:**
  - Design and distribute high-quality brochures and flyers.
  - Place ads in local newspapers, community bulletins, and real estate magazines.
- **Direct Mail:**
  - Send “Just Listed” postcards to the neighborhood and past clients.
  - Include a QR code linking to the property’s website or virtual tour.
- **Signage:**
  - Install an eye-catching “For Sale” sign with clear contact information.
  - Use directional signs for open houses or to draw attention from nearby traffic.

## 6. Networking & Outreach

- **Agent Networking:**
  - Host a broker’s open house to showcase the property to local real estate agents.
  - Share the listing with your professional network, real estate groups and
  - Share via direct conversation, CRG Co-Broker Listing Page and email campaigns agreed upon Buyer- Broker Compensation.
- **Client Database:**
  - Email the listing to your database of potential buyers, past clients, and investor contacts.
  - Use CRM tools to track engagement and follow up with interested parties.

## 7. Open Houses & Showings

- **Open House Events:**
  - Schedule open houses for weekends and evenings to accommodate different schedules.
  - Promote the event through social media, email campaigns, and local signage.
- **Private Showings:**
  - Offer flexible scheduling for private tours.
  - Provide potential buyers with detailed property information and neighborhood insights.

## 8. Performance Monitoring & Adjustment

- **Track Metrics:**
  - Monitor online engagement, inquiries, and foot traffic from open houses.
  - Analyze which marketing channels are generating the most leads.

- **Adjust Strategy:**
  - Be prepared to tweak the marketing plan based on performance data.
  - Consider price adjustments or additional incentives if the property isn't attracting sufficient interest.

## 9. Offer & Transaction Management

- **Offer Management:**
  - Promptly present and negotiate all offers and terms with the seller.
  - Review & discuss counter-offers or acceptance.
  - Engage Title Attorney
- **Transaction Management:**
  - Managing the timeline and coordination between various parties involved (e.g., buyers, sellers, legal teams, financial institutions, appraisers, inspectors, repair contractors).
  - Provide and review a "Seller Check-List" to help facilitate a smooth move and to keep all parties on schedule.
  - Review and advise response to any due diligence request. Contact and schedule any contractors necessary for cost estimates or agreed repairs.
  - Keeping all parties informed and ensuring deadlines are met
  - Ensuring that all required paperwork, contracts, and legal documents are properly completed and filed.
  - Review and confirm Seller proceeds delivery instructions. (Seller Docs)
  - Review settlement statements with the seller to confirm accuracy.
  - Help facilitate a smooth move with assistance in locating and identifying labor or moving companies.
  - Scheduling of closing walk-thru and transfer of keys.

## 10. Post-Closing

- **Transfer of Title and Seller Proceeds:**
  - Confirm timely transfer of title and recordation
  - Request testimonials from satisfied clients to use in future marketing materials.
- **Keep In Touch:**
  - We are here for you any time in the future. We'd love to hear how you are doing in your new home.
  - Seasons Greetings: Expect to hear from us throughout the year just to let you know we are thinking of you.

Incorporating these advanced technological tools into our marketing strategy not only elevates the visibility of your property but also significantly enhances the interaction between potential buyers and your listing, increasing the chances for a successful and swift transaction.