

# Professional package strategic marketing plan



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**Air Force Retiree still Serving my Community**

# Professional Package Strategic Marketing Plan

**Goal: Expose your property in the best possible light to the highest number of buyers and their agents.**

*Not all the specialized marketing concepts will be applicable to all types of properties.*

## **Photography**

- Professional photographer
- Full coverage of property
- Professional movie (video and/or photo collage set to music)
- Possibly drone footage

## **Printed Materials**

- High Quality All Color Professionally Printed Brochures
- Neighborhood Book
- Neighborhood Hyper Focused information sheet
- Mail letters to the community and neighbors

## **Signage (as allowed by local ordinances)**

- Standard Front yard sign
- Directional arrows in from main roads
- Specialized signage and flags during events
- Additional banners as needed

## **Online and Technology**

- MLS - Accurate and professionally written listing
- MLS access, and automated email system
- Reverse prospect matches – Identifies individuals which have previously looked for similar properties.
- Distribution to an ever evolving list of syndication databases – Presently ~60.
- YouTube Video invites to view property and local region video of the house and region
- Centralized Showing Service
- Local, regional, and state-wide networking groups
- Local community sites Craigslist, Next Door, etc.
- Listing agent social media postings

## **Research and Reporting**

- Professional Market Analysis.
- Ownership and Encumbrance (O&E) review to ensure there are no hidden liens.
- Expert house preparation suggestions for maximum value
- Continuous client feedback

## **Use Organizational Relationships** (Seller and Agent)

- Church
- National Association of REALTOR® marketing groups
- Veteran groups
- Client affiliated membership groups
- Client volunteer groups

## **Conduct Open Houses**

- Standard open houses as often as possible
- Feedback program for open houses and showings
- Co-hosted Open Houses with lenders, and other enticement groups, If possible,
  - Estate Sale
  - Community or neighbor's yard sale
  - Related Businesses (lender, interior designer, cleaner, roofer, carpenter, specialty company, title)
  - Catered Event
  - Other events

## **Seller's role in the selling team**

- Competitive pricing, buyer agent compensation, and buyer incentives to attract potentials
- Marketing ideas, suggestions, and inputs from seller, friends, and family
- Seller provides list of yearly local community and/or HOA events and activities
- Seller follows home marketing preparedness check list
- Seller flexibility and preparedness for showings and open houses
- Seller advertises through their network of family, friends, & co-workers for selling the home
- Seller social media network plan and flyer, and keeping seller's motivation off social media
- Seller animal coordination plan (if needed)
- Seller home safety plan for weapons, jewelry, medications, extra keys and vehicle remotes
- Decorating for major holidays.
- Possible staging

## **Additional selling agent's activities**

- Agent provided free Photography
- Agent provided free Home Warranty Program
- Agent provided free Roof Inspection
- Agent provided free client-specific specialized concierge service.
- If the house is vacant - agent will:
  - Conduct security checks after showings and aperiodically between
  - Ensure the house remains clean for showings
  - Coordinate with seller when the yard needs mowing or any other issues.
- If vacant land (depending on the type of land and location) - agent will place a bright red house door as an attention getting marketing device on the property.

