



Kim's Marketing Plan for Selling Your Home

- Complete Marketing Agreement & Required State Disclosures and Begin "Pre-Marketing" Your Home (ie: Facebook Ads).
- Have Professional Photos Taken & Edited to Maximize Your Home's Visual Appeal... 1 Picture is Truly Worth 1,000 Words!
- List Your Home in the MLS w/Full Details & as many Professional Photos as is possible.
- Promote Your Listing on 800+ Home Search and Cooperating Brokerage Websites.
- Provide You w/Beautiful Full Color Marketing Materials (ie: Brochures, Tent Cards, Rack Cards, Remove Shoes Signage, etc).
- Place the CENTURY 21 Gold Post w/Personal Contact Information Sign Rider on Your Property.
- Send "Just Listed" eBlast Emails to approximately 2,000 Local Agents.
- Create an Independent Unique Property Website the YOU can share w/Family, Friends, Neighbors, Colleagues, etc....
- Market Your Home on Social Media Websites like Facebook, Twitter, Instagram, Pinterest, etc...
- Advertise Your Home Sale via Targeted Facebook Ads to Potential Buyers w/in a 25-Mile Radius
- Schedule & Hold an Open House, if desired, to Showcase your home to Local Buyers.
- "Reverse Prospect" for Buyers via agents whose Buyers have marked your listing as "interested" in their MLS searches.
- Keep in communication with you regarding your listing activity, changes in the market place, and showings feedback.

