



CHRISTOPHER CARTER

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Licensed Community Association Manager

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Proven Effective Marketing Methods

(not all methods will be used for every property)

MLS entry

- Professional photos (still, video, drone - as appropriate)
- Virtual tour
- Digitally-generated floorplan
- Inviting, engaging, buyer-focused description
- Supporting documents
- Syndicated sites worldwide (Realtor[®].com, Zillow, Trulia, others)

Social media posts

- Consistent with, and complimentary to, all other marketing methods

Postcards – full color

- To your neighborhood or condominium/co-op building
- To my broker network outside our local area

Feature page on www.NaplesSellersAgent.com

- www.NaplesSellersAgent.com/youraddress
- Used in most non-MLS marketing efforts

Direct seller's MLS feed for real-time market activity in your community or building

- Receive daily updates on Sales and Listing activity
- Used to monitor comparable and competing properties

Private showings

- To protect your privacy and security, I do **not** hold Open Houses or use lockboxes. I personally provide access to prospective buyers and their agents for all showings
- For single-family houses, I do **not** plant a For Sale sign in your front yard.



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