



MARKETING STRATEGY

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PREPARING TO MARKET YOUR PROPERTY

It starts with making sure your home is presented in its best light:

- Professional photos of your home's interior and exterior
- Videography
- Floor plan & measurements
- Expert advice on pricing strategy
- Digital marketing to maximize online presence
- Recommendation of changes to your home to maximize pricing
- Open House
- Lockbox for access and to track showings
- Lawn sign

You will stay informed and involved.
This is how we will maintain open communication:

- Weekly report on marketing efforts and results
- Keep you informed of any market changes, sales trends, or other factors that may affect the value of your home.
- Feedback from showings
- COMMUNICATION



A 2024 report stated that over 90% of buyers find their new home online.

- Coming soon campaign to potential buyers
- Paid advertisement on social media to target market
- Online syndication to websites like Realtor.com, Zillow, Trulia and more
- Back end access to major real estate sites to create attractive and accurate postings
- Weekly facebook ad campaign to people who are interested in moving
- Instagram posts about your home
- Constant analysis of online traffic data to keep your campaign up to date
- Facebook marketplace posted locally and outside of the area
- Target marketing to potential buyers to locate the best buyer for your home
- Next door app

MARKETING MATERIALS

- Direct mail and email flyers sent to our database
- Reach out to my network and past clients for potential buyers
- Full color "Coming Soon" postcards mailed to your neighborhood and surrounding neighborhoods
- High quality, color brochures hand delivered to your immediate neighbors
- Color brochures featuring your homes highlights
- "Just Listed" postcards mailed to your neighborhood and target areas
- Info stand placed in your home for potential buyers during showings



BEHIND THE SCENES

There will be a lot of work going on behind the scenes as well to make sure your home gets the most exposure and to ensure a smooth transaction.

- Improve the marketing of any under-performing campaigns
- Price the property correctly the first time to widen the window of buyer showings
- Reasses pricing if online traffic is not converting into offline tours
- Answer any questions that arise throughout the transaction
- Research ownership and deed type from Title Company
- Research property's zoning, deed restrictions, etc.
- Research tax records
- Sent to title company to make sure property is free of all liens
- Communicate with lenders that buyer is properly qualified & has proof if they are going to do an appraisal guarantee
- Weekly communication regarding the status and progress of the sale
- Text and email reminders to you about appointments and deadlines of escrow, disclosures, etc.
- Constant communication with cooperating agent and Lender to give you accurate feedback about the status of the transaction



BENEFITS TO PAYING BUYERS AGENTS COMMISSION WHEN LISTING YOUR HOME FOR SALE

“Eighty-nine percent of home buyers used a real estate agent or broker to purchase their home. Buyers want a real estate agent or broker who is not only able to help them find the right home but is also going to help them negotiate, explain, and understand the real estate market”

According to National Association Of Realtors.



Increased Exposure

- ◇ Offering a commission to buyer agents significantly expands the pool of potential home buyers, as numerous buyers may not have the financial capacity to cover their agents commission alongside the down payment and closing costs.

Attracting Serious Buyers

- ◇ Buyers who are represented by agents are often more serious and motivated to purchase a home. By compensating buyer agents, you attract these motivated buyers who are actively working with professionals to find their ideal property.

Professional Representation

- ◇ Buyers typically rely on agents to guide them through the complex process of purchasing a home. By offering a commission to buyer agents, you ensure that your home is being viewed by individuals who are receiving professional guidance and representation throughout the transaction.

Expertise & Market Knowledge

- ◇ Buyers represented by experienced agents may feel more confident in negotiating the purchase price, terms, and conditions of the sale. This can lead to smoother negotiations and navigating any challenges that may arise during the sale process.

Streamlined Process

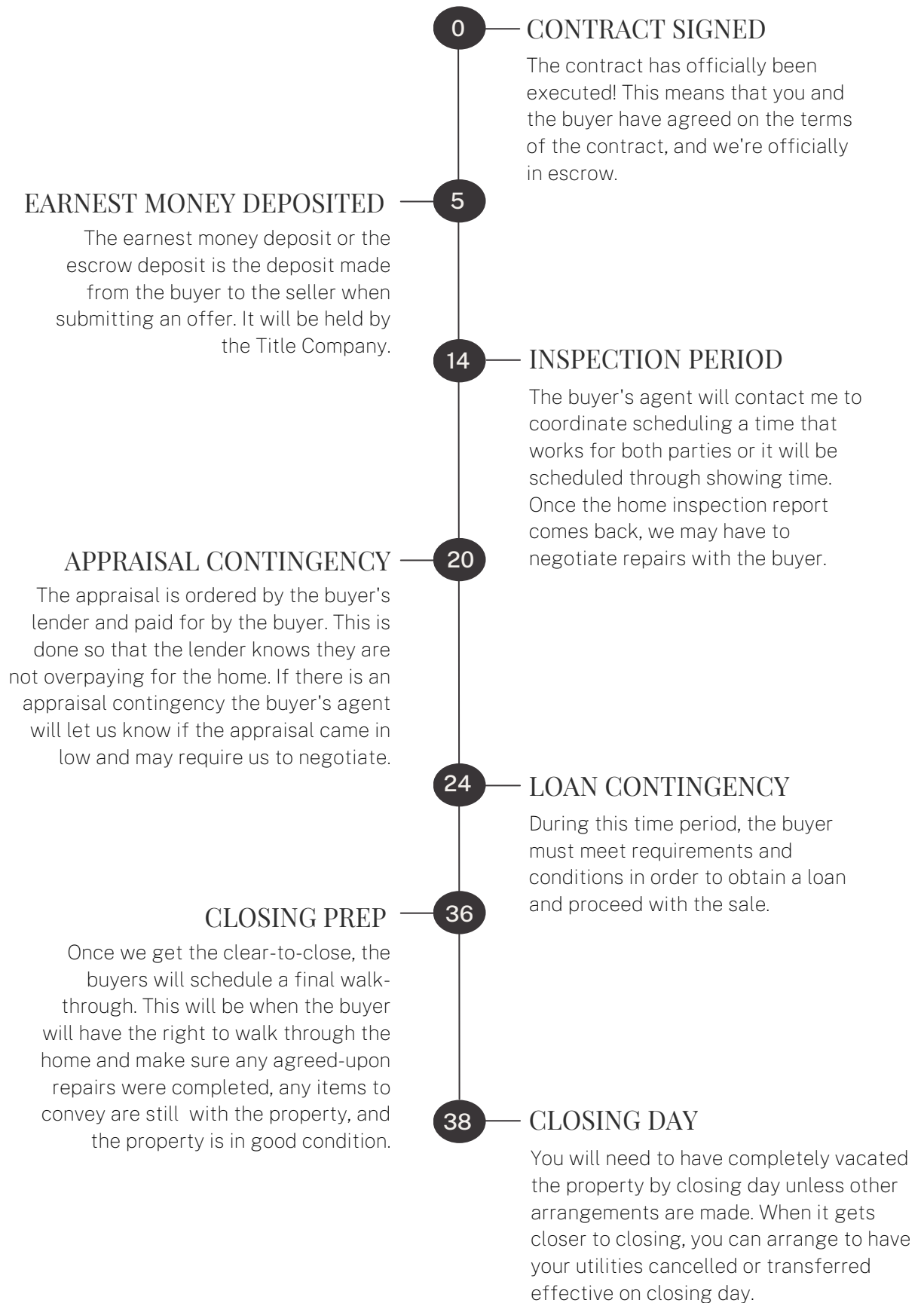
- ◇ Working with buyer agents can streamline the home selling process. Agents handle tasks such as scheduling showings, facilitating communications between parties, and coordinating inspections and appraisals, making the transaction more efficient for all parties involved.

Competitive Advantage

- ◇ In a competitive real estate market, offering a commission to buyer agents can give your home a competitive edge over similar properties that do not offer compensation to buyer agents. This can attract more interest and potentially result in a quicker sale.



UNDER CONTRACT TIMELINE



SHOWINGS

- PROVIDE SHOE COVERS
- REQUIRE NOTICE FOR SHOWINGS
- KEEP ALL LIGHTS ON
- CLEAN/ DECLUTTER
- HIDE/ LOCK UP VALUABLES
- PLAY MUSIC- SET THE TONE
- TAKE PETS-IF POSSIBLE
- MAKE SURE RUGS BY FRONT & BACK DOORS
- TAKE DOWN PERSONAL PHOTOS
- DO NOT BE PRESENT FOR SHOWINGS!

DOWNLOAD THE SHOWINGTIME APP ON YOUR PHONE!

- GET INSTANT FEEDBACK REPORTS
- MANAGE SHOWINGS RIGHT FROM THE APP
- CONFIRM/DENY SHOWINGS
- SHOWINGS WILL COME THROUGH AS A TEXT
- Y FOR YES TO CONFIRM
- N FOR DECLINE SHOWINGS

