

# MARKETING YOUR HOME ON THE ROAD TO SOLD!

A 27-Step Marketing Plan

DAVE MCKEAN & DANIELLE POWELL  
THE MCKEAN TEAM |  
CLASSIC REAL ESTATE

661-607-3860  
[www.TheMcKeanTeam.com](http://www.TheMcKeanTeam.com)

# DAVE MCKEAN



Dave's ability to listen and understand his clients' needs and desires has allowed him to continually achieve their goals and expectations. He always places the clients' needs first. With over 30 years of experience, local market knowledge and his caring approach, he is a trusted source that brings value to his clients.

With his knowledge and experience in all areas of the industry, he has positioned himself to represent both sellers and buyers. His dedication, experience, and ability to provide excellent customer service for his clients has helped him create his very own footprint in the local real estate market. Dave's personable character allows him to maintain and build solid relationships with his clients while working with other professionals in the industry. This explains why his business has grown through referrals and repeat clients.

On a personal note: Dave is an original Hollywood kid growing up just off Sunset Blvd. Dave has had the pleasure of being a missionary for many years and is still heavily involved with his church's outreach teams.

During his first year in real estate Dave was Rookie of the Year and has been a consistent multi-million-dollar producer, earning designations of Broker, GRI and SRES. He is heavily involved in CAR, NAR, and NARPM. Clients from all stages of life have trusted Dave to get the job done.



Broker, Owner, GRI  
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# DANIELLE POWELL

Danielle is held in high regard by her clients due to her honesty, tenacity and ability to get the job done. Danielle has over 20 years of experience in real estate sales and investing. The most recent decade has been spent as a brokerage partner with Classic Real Estate, driving the companies vision and goals.

Danielle's ability to truly understand her client's needs and to achieve her clients' goals is seen in her success. Danielle is a diligent and attentive advocate for her clients and strives to achieve the very best results for her clients. Due to a strong drive to produce positive results for her clients, Danielle's work ethic is second to none. She will ensure that every challenge is presented with one if not multiple options for resolution assuming she has not already eliminated the challenge in advance. Once you have worked with Danielle you will have gained an ally for life. She is truly a unique individual who wants what is best for her clients.

On a personal note: Danielle grew up right here in Santa Clarita. She has a degree from the Fashion Institute of Design and Merchandising where she majored in Interior Design. This has been very helpful to her clients as she has an eye for curb appeal and staging. Danielle and her husband are active real estate investors and enjoy talking to clients about growing their portfolio.



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In the last 30 years we  
have helped **hundreds  
of people** reach their  
Real Estate goals.

# Marketing your property for the fastest sale at the highest price.

## Our Marketing Commitment

When it comes to marketing your property, nothing is left to chance. Each home has its own unique style, personality, and attraction. We understand the importance of clearly differentiating your home from the competition. It's our job to identify what sets your home apart and communicate your story to like-minded buyers.

You can count on our Marketing System to present your home at its best through advanced technology and the highest quality traditional marketing.

And throughout the entire process, our commitment to you is to never lose sight of the personal touch and personal relationships that ultimately bring the buyer to your home for a satisfactory sale.

When you list your home with **Dave McKean & Danielle Powell** of **The McKean Team**, you are guaranteed unmatched service. Our focus - from the beginning to the signing of the closing documents and beyond - is to continually market your home for the fastest sale and the highest price.



# A 27-STEP MARKETING PLAN

## We Have the Internet Covered

### 1 The Multiple Listing Service (MLS)

- ❑ Entered within hours of taking the listing
- ❑ Multiple photos
- ❑ Ongoing updates to keep information current

### 2 Internet Exposure on the World's Leading Real Estate Websites

Details of your property are transmitted to literally hundreds of leading real estate websites including:

- ❑ TheMcKeanTeam.com
- ❑ Craigslist.com
- ❑ Zillow.com
- ❑ Trulia.com
- ❑ Google.com
- ❑ HomeDebut.com
- ❑ Homes.com
- ❑ Oodle.com
- ❑ YouTube.com
- ❑ Hotpads.com
- ❑ Apartments.com
- ❑ duPontRegistry.com
- ❑ PropertyShark.com
- ❑ Facebook.com
- ❑ Twitter.com
- ... and more!

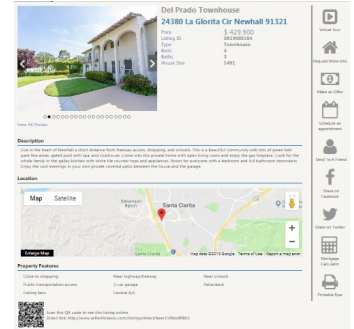






### 3 Featured Listing on our Personal Website

- Home Page Positioning
- Multiple photos and full description



### 4 Blast Emails

Customized eFlier with multiple photos distributed to 1,000 local REALTORS

- Select REALTORS regionally who work in your area or price range
- Our personal sphere of influence and buying clients

### 5 Virtual Tours/Photography

- Professional still photography
- Professional drone and aerial photography
- Customized video of your home
- Customized Virtual Tour of your home
- Tours and still photos posted to all leading Real Estate websites



### 6 Online lead generation marketing for buyers

## Print, Direct Mail and Signs

### 7 Newspaper Ads in the Sunday Signal

### 8 Just Listed postcards to surrounding neighborhoods and interested buyers

### 9 Property color flyers inside the home



## Marketing to the Real Estate Community

**10** Broker and Office Tours

**11** Office Sales Meeting announcements



**12** Promoted at Local Area Networking Meeting to over 300 REALOTRS

**13** All showing agents contacted for feedback and buyer interest

**14** Flyers and eFlyers distribution to select REALTORS

**15** Direct communication with The McKean Team's exclusive city-wide buyer's agent network

**McKEAN** Real Estate  
5629 900 | 3 + 2 | 1318 Sq. Ft.  
2784 Riverbridge, Vallejo, CA 94595  
Come See This! Visit Us! [www.mckean.com/1318](http://www.mckean.com/1318)

**Northbridge Home**  
Don't miss out on this highly desirable Vallecito home. Located in one of the most sought-after neighborhoods in the area, this home offers 2,784 sq. ft. of living space and 3 bedrooms. The home features a gourmet kitchen with granite countertops and stainless steel appliances. The master bedroom has a walk-in closet and a private bathroom. The home is also close to schools, shopping, and dining. Call today to schedule your private showing. [www.mckean.com/1318](http://www.mckean.com/1318)

## Preparing Your Home to Sell

**16** Evaluation of exterior landscaping and entry to ensure maximum curb appeal

**17** Evaluation and staging resources to ensure your home shows at its best



## The Basics

**18** Classic Real Estate and The McKean Team Yard Sign recognized for integrity and trust

**19** Toll -free phone numbers providing immediate home details

**20** 24hr Talking House Sign providing immediate home details

**21** Actively working with over 800 buyers that may be a match to your home

**22** Open House Events

**23** Property pricing expertise





**24** **Negotiating expertise**

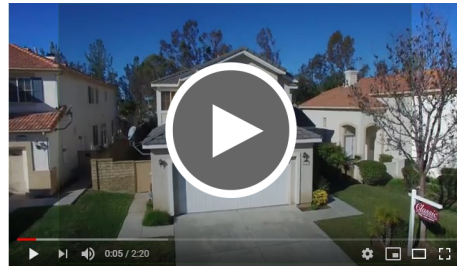
**25** **Market Knowledge**

**26** **Ongoing communication regarding all REALTOR comments, request for showings, and of course, all offers**

**27** **Unending client service. The McKean Team will remain your partner from listing through the close of escrow and beyond.**

# TOP QUALITY

Drone & Video  
Walk-Through



Top Quality  
Photography



# AWARD WINNING

THE **McKEAN** Team

*"Dave's compassion was there and his skill was there and that is remembered. We wouldn't have called anyone else to help us sell our home. Dave saved us money on the repairs and got us more than we thought for our home. Would definitely recommend The McKean Team to anyone." - Dennis and Judy E.*

*"The McKean Team were an awesome duo in helping me with the listing and selling of our recent property. They are both very knowledgeable, efficient and provided timely status updates on the progress of the sale. They are also very professional and pleasant folks to work with. I felt like we were a team. I would highly recommend using them to help you buy or sell your home."- Huyen D.*

## The McKean Team Brand

### **The Real Estate Team You Can Trust.**

Hands-on. Passionate. Persistent. Dedicated.  
Detail-oriented. Committed

Owners Dave McKean and Danielle Powell have over 50 years of combined experience helping buyers, seller and investors achieve their real estate goals.

**THE MCKEAN** *Team*

Buying a home is meant to be a memorable experience. The McKean Team strives to build a life-long relationship with each of their clients. With strong work ethic and a great sense of humor, they prove professionalism and personality parallel for the perfect agent. Working with a reliable, dependable REALTOR by your side through the entire home transaction process that you can confide in is an absolute necessity.

Whether you are buying or selling, downsizing, relocating, renting, or just need a great new home, The McKean Team are your biggest advocates who will work tirelessly to promote your best interest. As a team and individually, Dave and Danielle have excelled across the board. This is the professional team every home buyer and seller needs.

# MASS EMAIL BROADCAST

Your home is promoted to thousands of Brokers, Buyers, and Investors via a high-impact Email Brochure with multiple photos and video links. Our exclusive database includes local Agents and Brokers as well as Boutique Brokerages.

the real estate REVIEW



**Custom Canyon Country Home**

27825 Northbrook Canyon Country, CA \$610,000 <u>Virtual Tour</u> Single Family Home Skyblac Elementary	Beds: 4 Baths: 2 Sqft: 2207 Built: 1987 2+1 Apartment Pool/Spa
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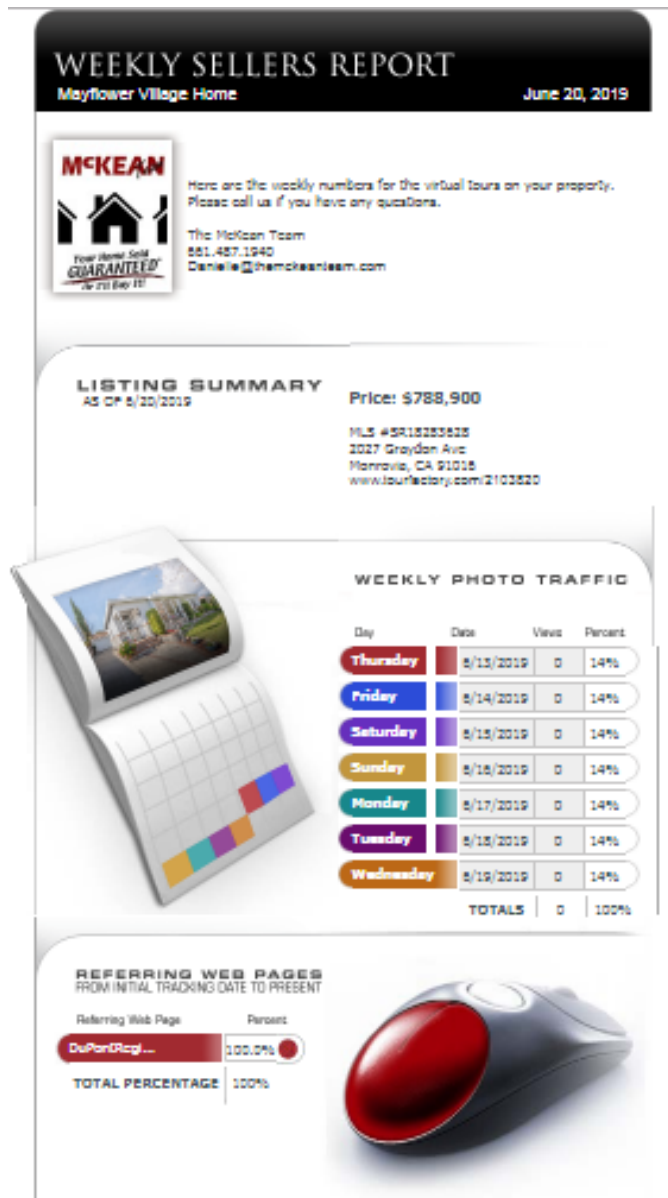
Recently Listed Properties

	<b>HOMES WITH POOLS</b> Free list w/ pics of homes for sale with in ground pools FREE recorded messages
	<b>Mountain View Home</b> \$525,900 Beds: 3 Baths: 2.5 Sqft: 1502



# COMMUNICATION IS KEY

You will receive weekly updates on all the statistics showing you would have viewed the home online. Combined with calls from our office with information about showings and buyer feedback. You will never be in the dark on what is happening in the sale of your home.



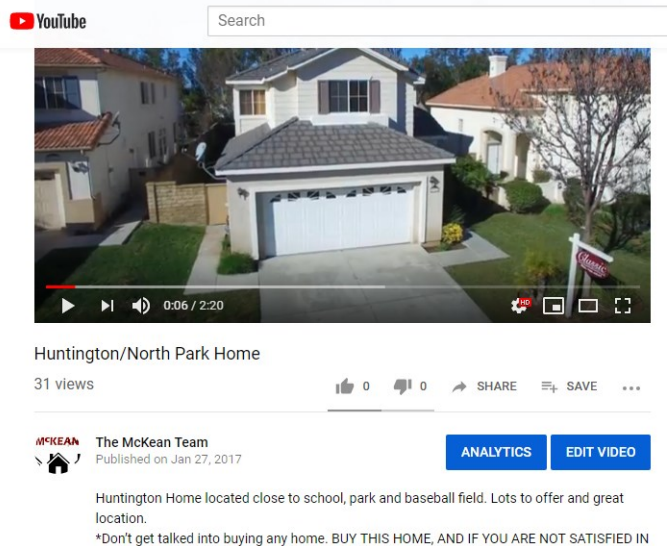
# facebook



Using sophisticated demographic targeting, your home will reach thousands of local buyers and investors on Facebook with engaging description, beautiful videos that can easily be shared across vast social networks.



We create a stunning Aerial Video Tour to show off your home's unique location, and we broadcast it to the world as a You Tube stream for web and mobile device users everywhere.



# Referrals That Make A Difference!

We are on a mission to raise \$10,000 for the Bangalore Children's Home. We will donate \$500, in your name, for each buyer or seller referral you send us that leads to a successful sale!

[www.ReferralsThatMakeADifference.com](http://www.ReferralsThatMakeADifference.com)

The Bangalore Children's Home is a charity that offers housing, education and food for children who are seeking safety and shelter in Bangalore, India. The Bangalore Children's Home has opened its doors to many abandoned children throughout the years and offers them shelter, food and safe haven.



## Our Story...

Classic Real Estate Inc is owned by Dave McKean who has been a missionary for 30+ years traveling all over the world to spread the gospel. Dave has spent that last several years working closely with Bangalore Children's Home. He has made many trips to visit the children and to offer love and support to those that care for them. They have been able to purchase land and are raising funds to build a dormitory and school on the land. You can help us reach our goal.

...It's personal!

THE **McKEAN** Team



**DAVE MCKEAN & DANIELLE POWELL  
THE MCKEAN TEAM**

**About Dave McKean and Danielle Powell**

Thank you for inviting us to present our 27-step Marketing Plan designed to market your home for the fastest sale at the highest price. We strive to provide the ultimate home selling experience to our clients and will work diligently to exceed your expectations and ensure you will be treated fairly and with respect.

As a team, for over 20 years, with our knowledge and experience in all areas of the Real Estate Industry, combined with strong ethics, dedication, negotiation and troubleshooting skills, we have set ourselves apart from the pack.

We are devoted Full Time Agents and hold multiple designations and awards. We are members of the Southland Regional Association of Realtors.



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