

Marketing

The best way to get the most money for your home

1. Experienced agent who happily works both buyers and sellers
2. Properly Staged Home
3. High Quality Professional Photos and Videos
4. Exposure in places other than FB, IG and the MLS
5. Home priced at or slightly below market value
 - a. With the current market it is very financially beneficial to be slightly under priced than over priced
 - b. It's slightly better to be a little under priced than priced at market value
 - c. Currently its taking about 77days, on average, for a home to go under contract
 - i. Seller typically has better terms if a home goes under contract in the first week or two



Great Photography Brings Buyers

PPMLS
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Great Photography Brings Buyers

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Great Photography Brings Buyers

- Drone Photos
 - Views of the home and surrounding area
- House Photos
 - Photos that truly show what the home looks like
 - Limit the photos that show toilets or toilet related items
 - Not every room or closet needs to be shown

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- Digital Tours of your home
 - 3D Matterport Walk Throughs - Ask me for an example
 - Video Walkthrough 'Trailer' - Very Important to have
- Property Website - Just for your home

Marketing

Why Staging is Important

- 82% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home. (National Association of Realtors)
- 47% of real estate agents claim that home staging had an effect on most buyers' view of the home. (National Association of Realtors)
- A professionally staged home spends 73% less time on the market compared to those without staging. (Professional Staging)
- Staged homes on the market sold for 25% more than homes without staging. (Realtor Magazine)
- <https://www.thezebra.com/resources/research/home-staging-statistics/>

Marketing

Why Staging is Important

- Here are some photos of staging we've done in our listings using the sellers furnishings and decorations they already owned



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Marketing Budget: Why Staging is Important

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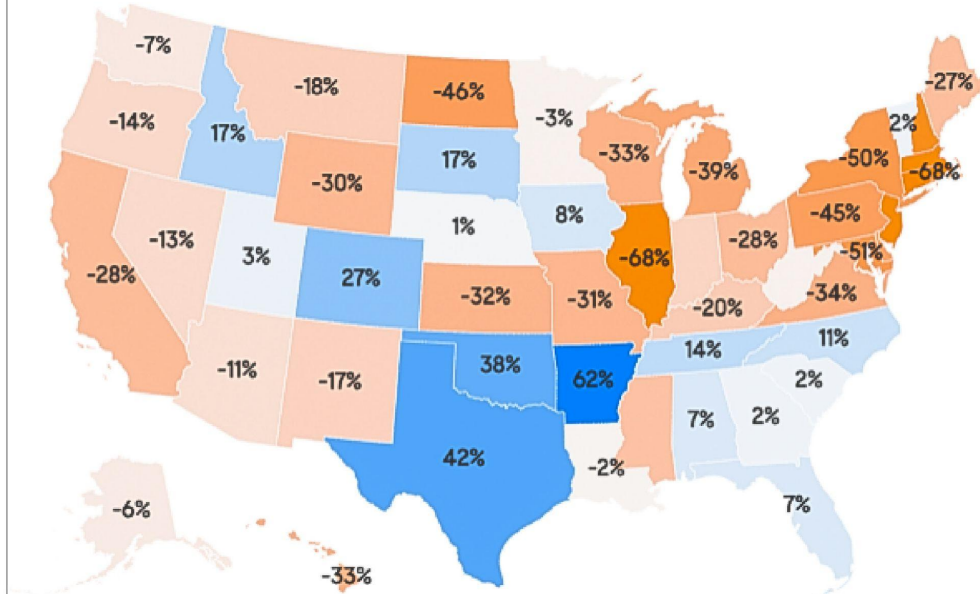
Marketing

Housing Inventory increase since 2019

Marketing to help you get your price:

- With the increase of inventory, your home has to be marketed properly

Inventory Change 2019 to 2026



Source: Altos Research, Compass · Single family homes. 13 week RA as of Feb 22, 2026



Marketing

Marketing to help you get your price:

- Staging
- Zillow Showcase Listing
- Realtor.com: Spotlight Listings
- Social Media
- Websites
- RE/MAX.com



Marketing



Sell Faster.
Sell for More.

Showcase Listings on Zillow Received:

81% more

👁 Page Views

80% more

❤ Saves

90% more

📤 Shares

Compared to similar nearby non-Showcase listings on Zillow*



Marketing



Getting it Seen is Step One in **Getting it Sold**

This custom listing display is available to only **10% of listings** in your market and can help your home stand out on Zillow through:

- Eye-catching media like high-resolution photography, interactive floor plans, and virtual tours to entice potential buyers.
- Increased visibility on Zillow with prioritized placement in personalized search results, special map callouts and email alerts to Zillow's customer database.
- Interested shoppers can contact your agent directly from your listing.
- Powerful exposure on the one residential website that hosts over 231 million average monthly unique users.*

Sell for
2% more

than similar non-Showcase listings on Zillow

20% more likely

to go pending in the first

14 Days

compared to similar nearby non-Showcase listing on Zillow



Marketing

⚡ Spotlight Listings

- Spotlight Listings
- Marketing and Highlighting your home
 - Twice as much visibility
 - Higher Engagement
 - Listings more likely to be emailed to potential buyers



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Marketing

- What questions do you have for me?
 - natej30.remax@gmail.com

