



SHANNON SMITH
HOMES

SOLD!



MARKETING OVERVIEW

When marketing your home you need a marketing strategy that gets your home maximum exposure. My approach uses multiple outlets & ensures your home gets in front of more people.

- ✓ PROFESSIONAL PHOTOGRAPHY
- ✓ DATABASE FARMING
- ✓ SOCIAL MEDIA MARKETING
- ✓ UNIQUE OPEN HOUSE METHODOLOGY
- ✓ TARGETED AD PLACEMENT
- ✓ RADIO ADVERTISING
- ✓ CONSISTENT FEEDBACK & UPDATES



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PROFESSIONAL PHOTOGRAPHY

Over 97% of buyers will view your home online before they ever step foot through your door. The online photos are the first "showing" a buyer will have.

If they aren't drawn in by the photos, chances are they will never view your home in person. Professional photography is key for getting buyers into your home. I use a professional photographer for ALL my listings!



Cell Phone Photo



Professional Photo

OUR DATABASE

With over 15,000 registered users, our database is used as a matchmaking tool. Buyers whose criteria match your home are instantly notified when your house hits the market, even before it can be found on Zillow! This gets your home in front of thousands of potential buyers that may be looking for a home like yours. This is another added layer of exposure for your home that other agents don't offer.

SOCIAL MEDIA MARKETING

OPEN HOUSE
103 E Kelsey, Bloomington, IL



Open House
Saturday, August 25, 2018
12:00 PM - 1:30 PM
3 Bed | 2 Bath
\$147,900
RE/MAX Rising Agent
Shannon Smith
#watchingrow



With over 50 hosted pages among multiple social media outlets our posts typically reach an excess of 20,000 people per week! Posts are created for new listings, open houses, etc. A strategic paid "boost" is then added to get these posts into thousands of social media feeds.

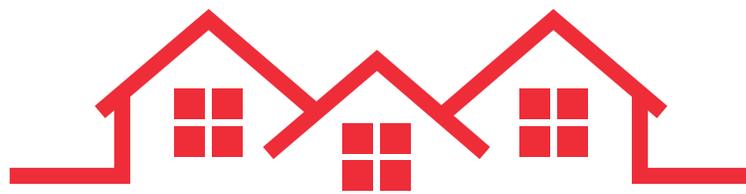


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STRATEGIC OPEN HOUSES

We have a unique approach when hosting an open house. We have your home open for a shorter period of time than most agents typically would. This may not seem logical but there is a reason for this methodology. The shorter time period increases the chances that there is more than one set of buyers in your home at the same time. This helps to create "fear of loss". If a buyer that is interested in your home and they see that others are interested they are more likely to make a move to avoid losing out.

TARGETED ONLINE ADS

All of my listings get a targeted ad campaign. It is run the first week your listing is active. The ad targets people in our area that have expressed interest in homes for sale and reaches thousands of additional potential buyers! It then "follows" anyone that clicks on your ad to remind them of your home!



RADIO EXPOSURE

We have a radio show! Every Saturday at 8AM on Cities 92.9 we talk about all of our new listings and announce all the open houses we are hosting that weekend. Tune in to "On The House" to hear us talk about your home! This is an additional outlet we use to get the most possible exposure for our listings.

COMMUNICATION - FEEDBACK

I know how important it is to keep clients informed during the sale of their home. I request feedback on all showings of your home and blind copy you on those requests. Feedback will be provided for all open houses as well. Additionally, I will send a weekly email keeping you up to speed on all the marketing efforts for your home.



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