



SMITH | PETERSEN

Your Home Team

RE / MAX R I S I N G



MARKETING OVERVIEW

When marketing your home you need a marketing strategy that gets your home maximum exposure. Our approach uses multiple outlets to ensure 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 COMMUNICATION

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PROFESSIONAL PHOTOGRAPHY

Over 97% of buyers start their search online prior to viewing homes in person. The first impression buyers will have of your home are the online photos. Professional photography is key for getting buyers into your home.

We use professional photography for ALL of our listings!



Cell Phone Photo



Professional Photo

OUR DATABASE

With over 17,000 registered users, we use our database 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



With multiple hosted pages among varying social media outlets our posts typically reach thousands of people per week! We create posts for new listings, open houses, etc., and then add a strategic paid "boost" to get those posts into thousands of social media feeds.

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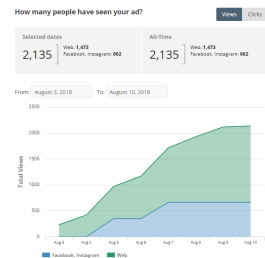
STRATEGIC OPEN HOUSES

One unique approach we have when hosting your open house is to have your home open for a shorter period of time than many agents typically would. This may not seem logical but there is a reason for our 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 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 our listings get a targeted online ad campaign. Your ad will run the first week your home goes 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 about 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 their respective open houses. Tune in to "On The House" to hear us talk about your home! This is an additional outlet we use to get the highest possible exposure for our listings.

COMMUNICATION - FEEDBACK

We know how important it is to keep our clients informed during the sale of their home. We request feedback on all showings and will share with you any information we receive from those requests. Feedback will be provided for all open houses as well. Additionally, we will send a weekly email to ensure you are always up to speed throughout the entire process.

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