# PROVIDING MARKET DRIVEN REAL ESTATE SOLUTIONS

For South Dakota & Nebraska







Listing Program

Shippy Realty & Auction

WHO WE ARE: Shippy Realty and Auction is a licensed real estate company located in Winner, South Dakota. We list, auction, and sell real estate, including residential, commercial, and land. Also, our team does property management for agricultural land. We are happy to help you with all of your real estate needs, whether you are relocating, selling, or looking for a new home to buy. Our company is committed to representing you and your interests with professionalism as members of the local, state, and national REALTORS® for South Dakota and Nebraska.

MISSION STATEMENT: We live it to use our experience as REALTORS® to reduce the complexities of buying and selling real estate.

**VISION STATEMENT:** To continue to provide our clients with a unique service that protects and propels their real estate needs going above and beyond the status quo.

#### An Unfortunate Fact

- Most real estate agents and firms market homes by simply listing them in print media, putting a sign in the yard, and hoping the property sells.
- While this may get the home sold, it doesn't attract enough prospective buyers to create demand for the home, and therefore properties often sell for less than the true potential sales value of the home.
- At the same time, limited marketing approaches do not build a brand to attract future buyers interested in the area or product to lower future costs of client acquisition.









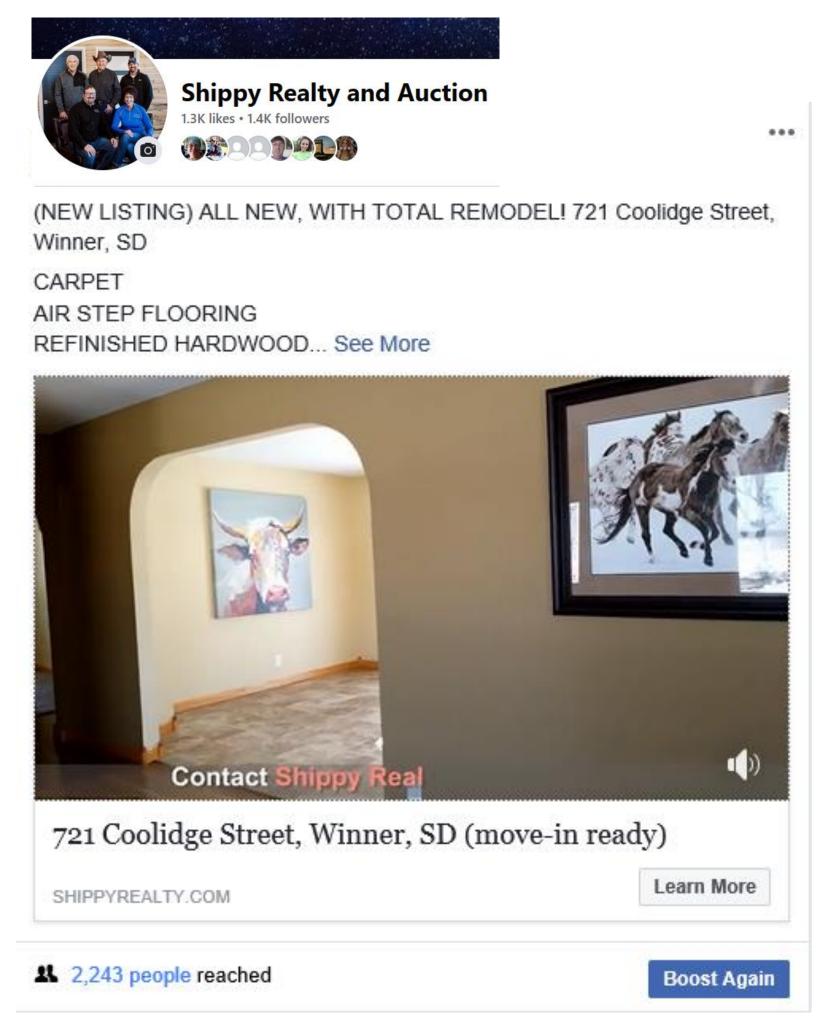




#### MARKETING CAMPAIGNS



We market both individual units and the development or project to generate interest while building on the property's brand across all social media.



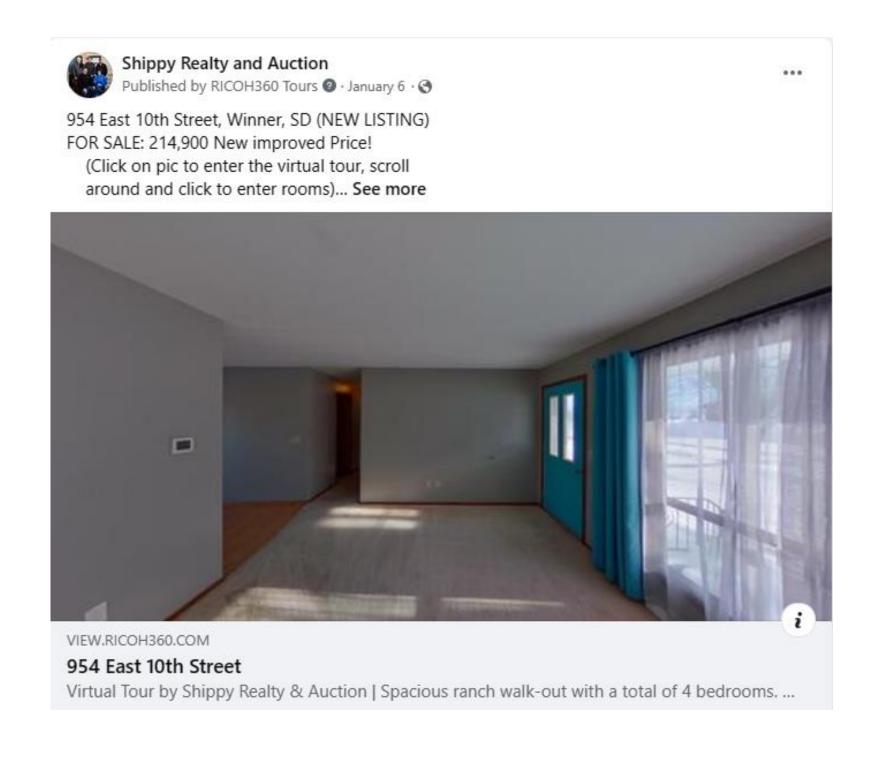


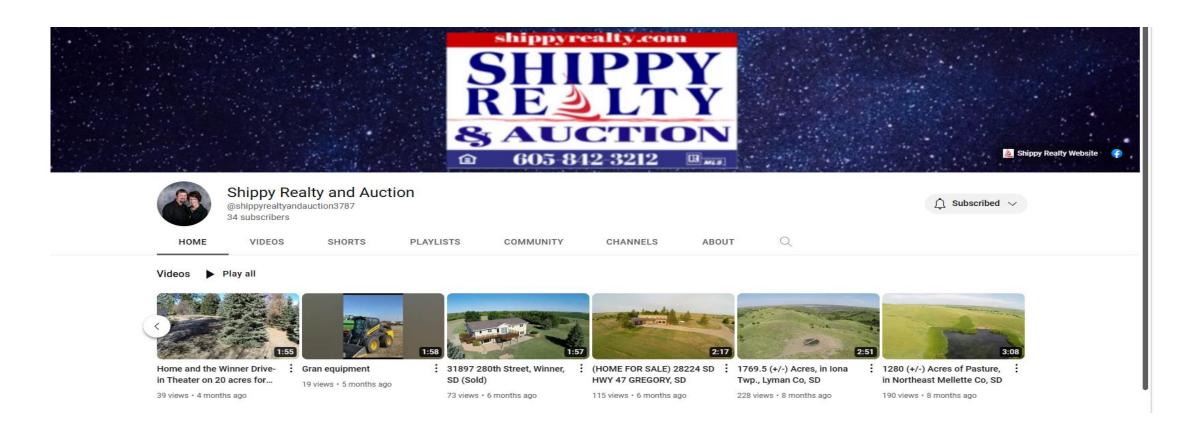
Facebook Campaign

#### SAMPLE AD PLACEMENTS

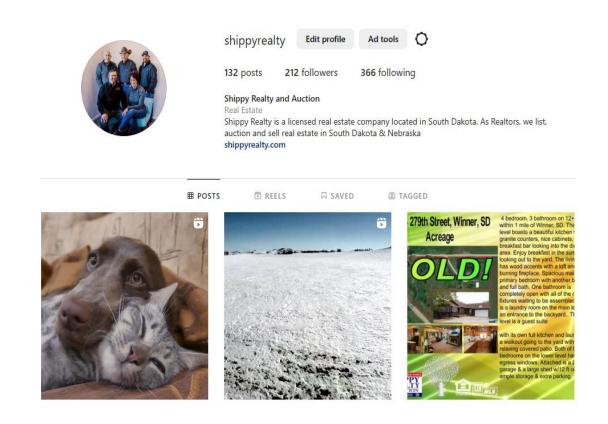


We use the most popular and effective traffic sources, such as Facebook, Instagram, Twitter, YouTube, Google Business, Realtor.com, Zillow.com, Trulia.com, our own website: shippyrealty.com and our blog on the site plus over 100 other websites dealing with home, business, land, and auction.





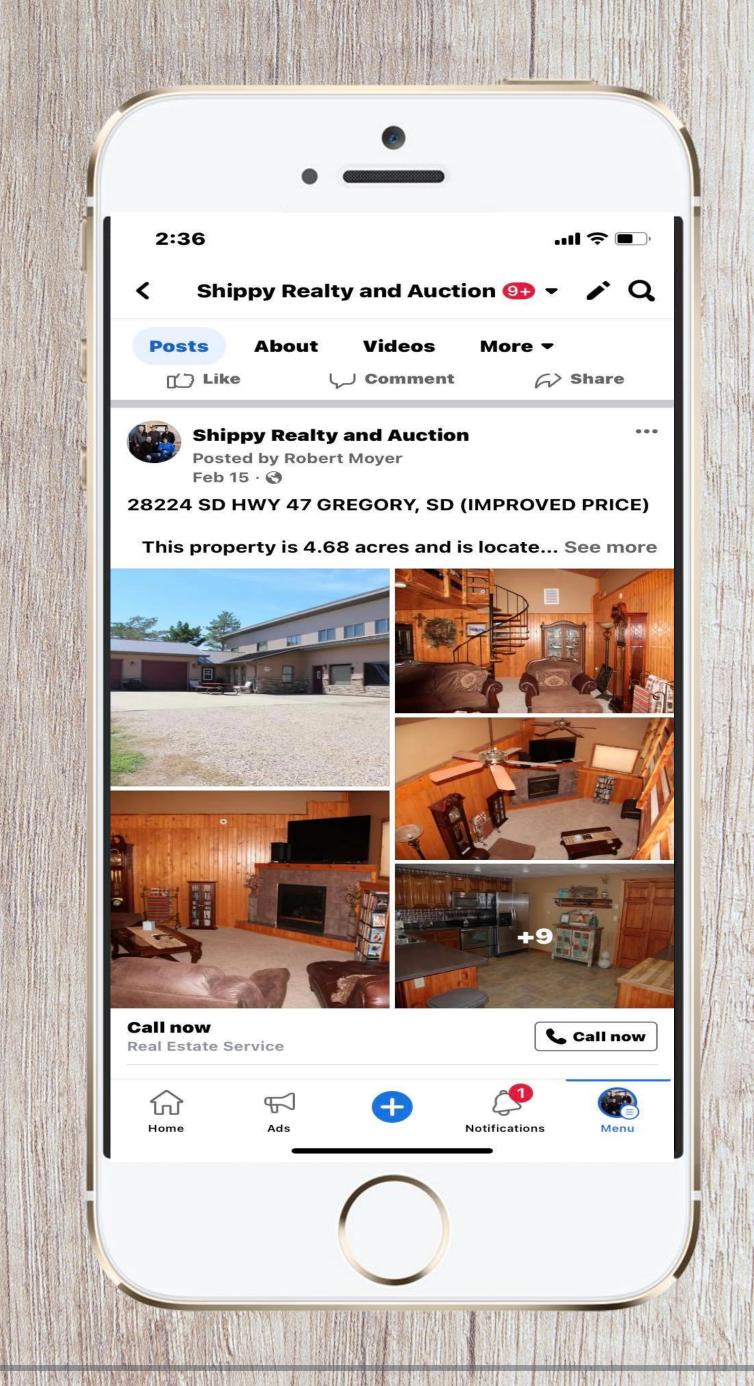




## Marketing Tools & Tech

We use a marketing program designed to build a brand around the development or property while attracting the greatest number of prospective buyers.

- Pay Per Click Advertising
- Facebook Ads
- Instagram Ads
- Google Adwords
- Online Video
- YouTube Ads
- Drone-captured Aerial Video
- Website Marketing & SEO
- Mobile Marketing
- Retargeting
- Email Marketing
- 360 Videos
- 3-D Pictures
- And Many Others











We also use traditional real estate marketing such as listing the properties on various websites, holding Open Houses, and producing fliers and brochures.

ONLINE PLACEMENTS
MLS Website & Network (IDX placements)
Central South Dakota Board of Realtors





Ranches, Farmland, Rangeland Partners

**Land And Farm** 

LandWatch







**Commercial & Industrial Partners** 





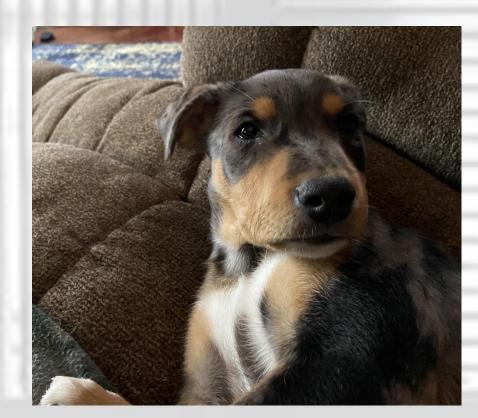






Lin Shippy
Broker, REALTOR®, Owner
Licensed in South Dakota & Nebraska

### Contact Us



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As real estate professionals, Our mission is to focus on giving a 5-Star experience to every client.

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