



COLDWELL BANKER  
SUNSTAR REALTY



# **DISTRESSED PROPERTY MARKETING PLAN**

# REAL ESTATE SPECIALIST

## INITIAL STEPS

A Real Estate Specialist plays a crucial role in the managing and selling of estate property. Navigating the process requires patience, coordination, and attention to detail. Each step, from valuation to closing, plays a crucial role in helping complete a successful distressed property sale.

### 1. Initial Consultation & Evaluation

- Assess the Property
- Review Foreclosure Status
- **Provide a Market Analysis:** Prepare a Comparative Market and/or Comparative Condition Analysis (**CMA or CCA**) to establish a realistic price based on current market conditions and timeframe for sale.

### 2. Coordinate with any Debtors

- Confirm Foreclosure Status and request a "stay or hold"
- Establish timeline & Evaluate a quick sale strategy based on timeframe.

### 3. Prepare Documents & Home for Sale

- **Recommend Necessary Repairs or Cleanup:** Coordinate repairs or cleanup to improve appeal. (when possible)
- **Arrange Inspections** (if needed, when possible): Identify potential property issues early and provide transparency to prospective buyers.
- **Stage the Home** (if appropriate): Properly staged homes can attract more buyers and potentially a higher sale price.

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## LISTING & SALES SUPPORT

### 4. Listing & Marketing the Property

- **List the property** on the Multiple Listing Service (MLS), & distribute.
- **Professional Marketing:** Use high-quality photos, videos, and other marketing tactics to showcase the property online and locally.
- **Targeted Outreach:** Reach out to investors, and buyer networks who may be specifically interested in distressed properties.

### 5. Host Showings & Manage Buyer Inquiries

- **Arrange Showings:** Facilitate showings for potential buyers, ensuring access and security for vacant properties.
- Answer Distressed Property-Specific Questions

### 6. Receive & Evaluate Offers

- **Analyze Offers** for Compatibility
- **Negotiate Terms:** Negotiate terms, ensuring the best possible sale price within given constraints.

### 7. Gain Court Approval for the Sale (if Required)

- File Required Documents: If court approval is needed.
- Attend Court Hearings: If the court mandates a hearing.

### 8. Manage Escrow & Closing Process

- **Guide the Process to Close:** Coordinate with escrow, title, and attorneys to ensure all probate requirements are met.
- **Resolve Potential Delays:** Address any title or legal issues that could affect the closing timeline.
- **Ensure Timely Fund Distribution**

### 9. Post-Sale Follow-Up

- Document the Sale & Provide on-going support.

# PROPERTY MARKETING PLAN

## ASSETS

Our full-service marketing includes the creation of the following assets to use in our marketing campaign for your home:

- Professional quality Photography
- Property Tour Video
- Drone Arial Footage (when appropriate)
- Highlight-Feature Social Videos
- Marketing Narratives Written for Landing Pages, MLS & Syndication
- Featured Property Landing Page (on our website)
- Facebook Ad Creative
- Instagram Ads Creative
- YouTube Ad Creative
- Google Display Ads Creative
- Digital & Print Property Flyers
- Property Postcard Mailers

## DISTRIBUTION

Your home will be marketed to the following platforms and audiences:

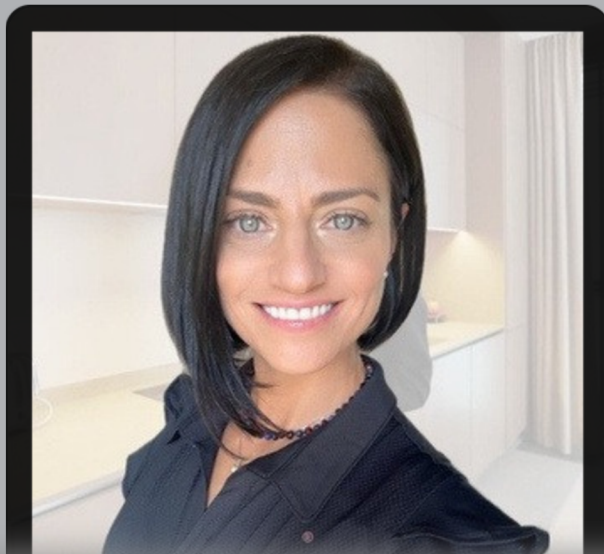
- Multiple Listing Service (MLS)
- Popular Home Search Sites (Zillow, Trulia, Realtor.com, etc.)
- Facebook & Instagram Ads Audiences & Organic Groups
- YouTube & Google Ad Audiences & Organic Traffic
- TikTok, NextDoor, X(Twitter), Reddit
- Proprietary Email List
- Postcard Mail Drop



# PROPERTY MARKETING PLAN

## SCHEDULE

1.	Sign Posted in Front Yard	Once at Start
2.	Property Landing Page Published to Website	Once at Start
3.	Property Tour Video Added to YouTube Channel	Once at Start
4.	Photos & Videos Posted to Facebook	Weekly
5.	Photos & Videos Posted to Instagram	Weekly
6.	YouTube Ad Campaign to Active Real Estate Searchers	Ongoing
7.	Facebook Ad Campaign to Real Estate Interested	Ongoing
8.	Instagram Ad Campaign to Real Estate Interested	Ongoing
9.	Google Display Ads to Active Real Estate Searchers	Ongoing
10.	New Listing Email Announcement to Email List	Ongoing
11.	Listing Posted in Multiple Listing Service (MLS)	Ongoing
12.	Listing Syndicated to Popular Home Search Sites	Ongoing
13.	Postcard Mail Drop	As Appropriate
14.	Open House Campaign & Event	As Appropriate
15.	Metrics Evaluation & Campaign Adjustments	Weekly
16.	Agent Feedback Report from Buyer Tours	ASAP



# KRISTIN DEGILIO

REAL ESTATE SPECIALIST

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## YOUTUBE



SCAN ME

## WEBSITE



SCAN ME

*Kristin is a dedicated REALTOR® Seller Representative Specialist (SRS®). With two decades of real estate experience in Charlotte County, Kristin understands the complexities and challenges of navigating distressed properties. She will ensure you are provided with all available options, while protecting the equity of the home and avoiding financial loss. All while minimizing stress on your part! Her popular YouTube Channel 'Visit Punta Gorda' coupled with the location of her office at Fishermen's Village provide significant marketing advantages for showcasing properties. You can count on Kristin to help prepare, price and promote the property for quick & effective sale. Reach out today for a Free Consultation.*



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