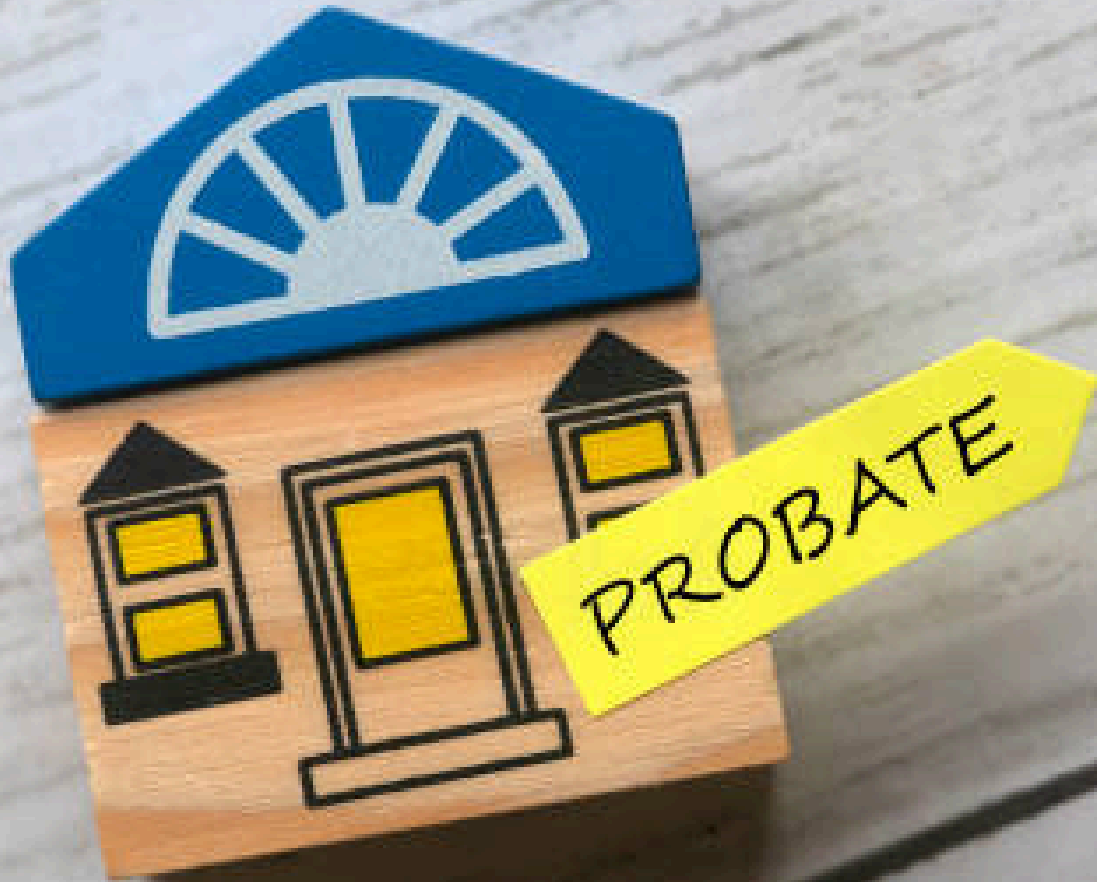




COLDWELL BANKER
SUNSTAR REALTY



PROBATE PROPERTY MARKETING PLAN

REAL ESTATE PROBATE SPECIALIST

INITIAL STEPS

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

1. Initial Consultation & Evaluation

- Assess the Property
- Review Court Requirements
- **Provide a Market Analysis:** Prepare a Comparative Probate Market Analysis (**CPMA**) to establish a realistic listing price based on current market conditions.

2. Coordinate with Probate Attorney & Estate Representative

- Confirm Authorization
- Determine Any Legal Constraints: Some probate cases have unique stipulations

3. Prepare the Property for Market

- **Recommend Necessary Repairs or Cleanup:** Coordinate repairs or estate cleanup to improve appeal.
- **Arrange Inspections** (if needed): 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.



REAL ESTATE PROBATE SPECIALIST

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 probate properties.

5. Host Showings & Manage Buyer Inquiries

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

6. Receive & Evaluate Offers

- **Analyze Offers** for Probate Compatibility
- **Negotiate Terms:** Negotiate terms that work for the estate, ensuring the best possible sale price within probate 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 for Probate Records & 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 Video 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

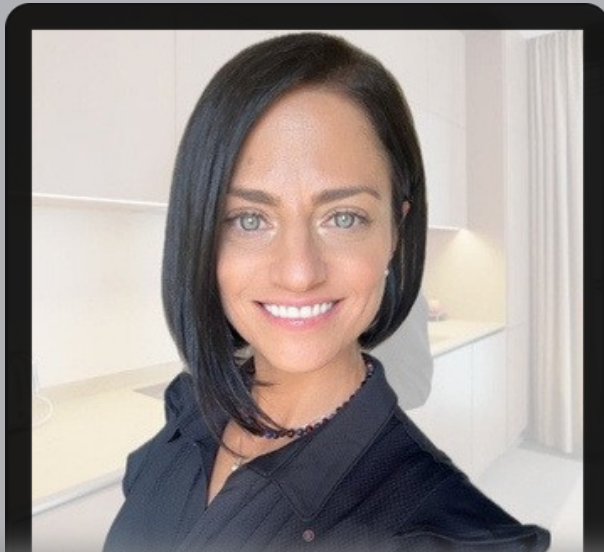
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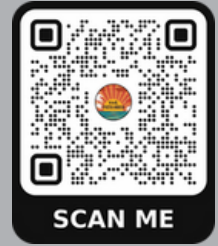
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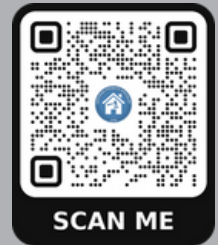
KRISTINDEGILIO@GMAIL.COM

Kristin is a dedicated REALTOR® Seller Representative Specialist (SRS®) who holds the Certified Real Estate Probate Specialist Certification. With two decades of real estate experience in Charlotte County, Kristin not only understands the probate process but also brings a compassionate approach to helping families navigate the complexities of estate property sales. Her popular YouTube Channel 'Visit Punta Gorda' coupled with the location of her office at Fishermen's Village provides significant marketing advantages for showcasing properties. You can count on Kristin and her team to help prepare, price and promote the property for effective sale. Reach out today for a free Comparative Probate Market Analysis. (CPMA)

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