MARKETING STRATEGY

STEP BY STEP GUIDE TO MARKETING YOUR HOME

MARKETING THAT MOVES YOU

In today's competitive real estate market, innovative marketing is key to attracting buyers and standing out. With most buyers starting online, we use digital strategies, professional media, and virtual tours to showcase properties at their best.

We go beyond the basics by crafting lifestyle-driven campaigns that highlight not just homes, but the unique experience of living on the Santa Rosa Plateau. From equestrian estates to vineyard-ready land, we create compelling stories that connect with the right audience.

Our creative approach builds trust, sparks interest, and turns listings into must-see destinations — long before the first showing. By blending elevated visual storytelling with targeted outreach, we position each property for maximum exposure and optimal results. With deep local insight and a passion for this region, we do not just market homes — we market the lifestyle that makes the Santa Rosa Plateau unlike anywhere else.

PROPERTY POTENTIALS

We identify what makes your property stand out — location, style, acreage, upgrades, and lifestyle. These details shape our marketing approach, ensuring everything from photos to ad placement is aligned and impactful.

KEY DETAILS INCLUDE:

- **Type:** Home, ranch, equestrian estate, land
- **Size:** Square footage, acreage, bed/bath count
- **Features:** Views, trails, sustainable design, luxury amenities
- **Condition:** Move-in ready or updated?
- **Zoning:** Important for development or equestrian use

CRAFTING & CAPTIVATING

Your property's story sets it apart. We highlight lifestyle benefits — like equestrian perks, energy efficiency, or scenic views — to create emotional connections with buyers.

WE FOCUS ON:

- Lifestyle appeal
- What makes it unique
- Long-term value and potential

PRICING WITH PURPOSE

Smart pricing is key to attracting serious buyers. We analyze local comps, trends, and buyer behavior to recommend a price that drives demand and supports your goals.

STRATEGY INCLUDES:

- CMA with local comps (active, sold, pending)
- Competitive pricing based on audience (luxury, investor, quick sale)
- Highlighting land value (price per acre)

DEFINING THE DEMOGRAPHICS

Knowing your ideal buyer helps us craft tailored campaigns that speak directly to them — whether it is families, equestrian enthusiasts, investors, or retirees.

WE DEFINE:

- Lifestyle and interests
- Demographics: age, income, location
- Buyer type: personal use or investment

DYNAMIC PATHWAYS

We use a balanced mix of digital and traditional marketing to give your property maximum visibility. We create more meaningful engagement and faster results by targeting the right buyers on the right platforms.

ONLINE:

- **MLS & Real Estate Platforms:** Pro photos and feature-rich descriptions on Zillow, Redfin, etc.
- **Social Media:** Engaging content, reels, and targeted ads on Facebook, Instagram, YouTube, and Google
- **Video Tours:** Lifestyle-driven visuals, drone footage, and aerial views

TRADITIONAL:

- High-end brochures, flyers, and direct mail
- Broker opens and local agent networking
- Ads in luxury magazines, clubs, and community events

BRINGING YOUR PROPERTY TO LIFE

A well-staged home can sell faster and for more money. We enhance both indoor and outdoor spaces to showcase their full potential.

- **Interior:** Neutral tones, high-end touches, scenic window views
- **Exterior:** Groomed landscaping, clean stables, and inviting entertainment areas
- **Visuals:** Drone footage and lifestyle video tours

CURATING THE EXPERIENCE

Open houses and private tours create connection and urgency. We elevate the experience with curated events and personalized walkthroughs.

- **Exclusive Open Houses:** Catered events for qualified buyers
- **Private Showings:** Custom property packets and in-depth tours

ELEVATED ENHANCEMENTS

We go beyond standard marketing by using storytelling, lifestyle branding, and influencer partnerships to create emotional connections and boost visibility among high-intent buyers. These creative touches help your property stand out and stay memorable.

- **Storytelling:** Emotion-driven copy that sells the lifestyle
- **Collaborations:** Partnering with local personalities to extend reach

ROOTED IN THE REGION

We promote through trusted local and regional networks to reach buyers who value the area's lifestyle and keep your property top of mind.

- Ads in regional magazines
- Presence at local events and clubs
- Partnerships with professional and equestrian communities
- Brochure placement in cafes and boutiques

REFINING THE REACH

We do not guess—we track. Using data and insights, we fine-tune our real-time marketing to boost engagement and results for your property's marketing needs.

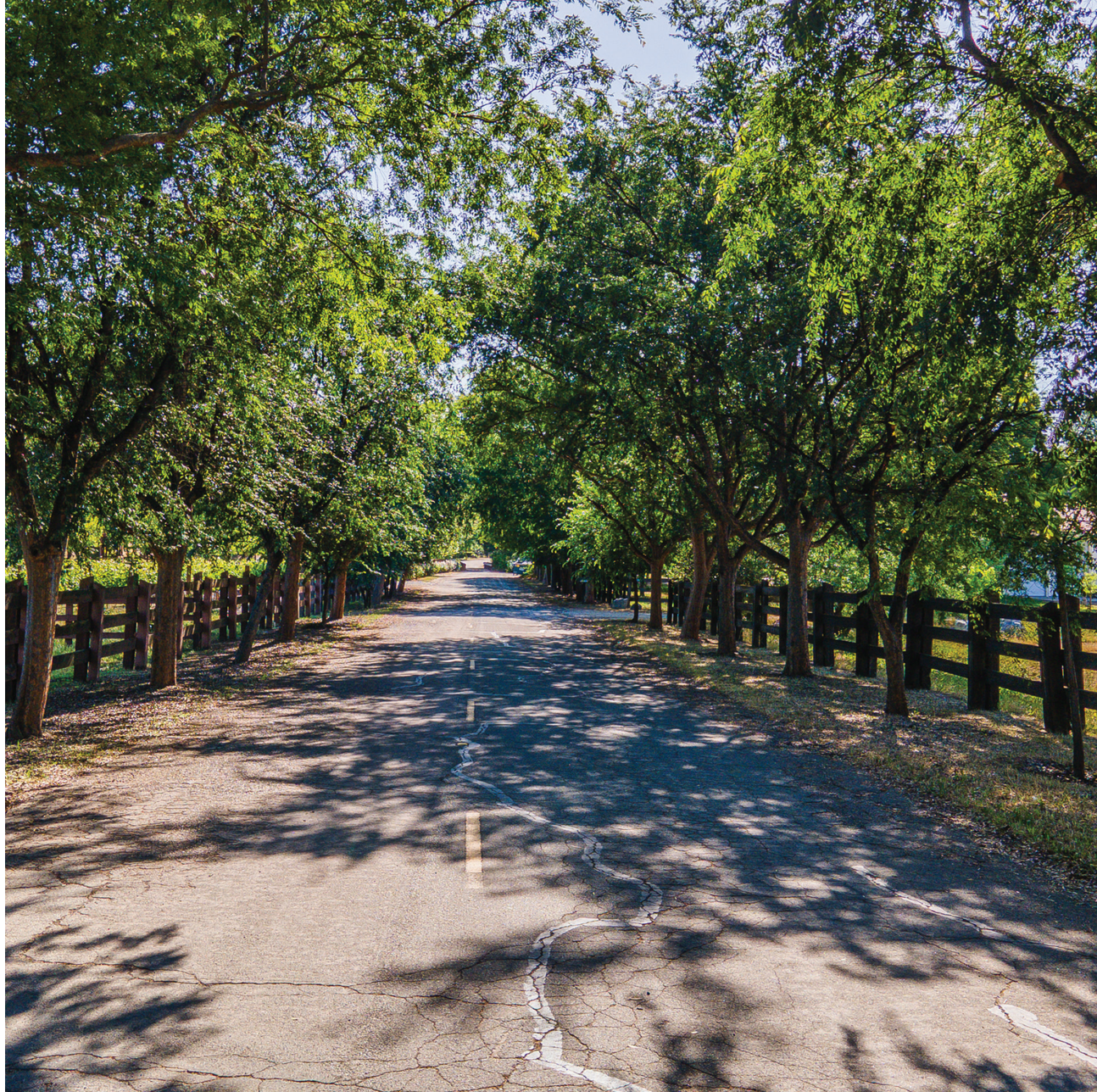
- Analytics & Insights
- Lead follow-up

STORYTELLING THAT SELLS

Every property has a story, and it is our job to tell it in a way that captivates the right buyers. We take the time to understand your property's unique features and lifestyle appeal, then build a custom marketing strategy that reflects its true value.

Whether you are selling a luxury estate, equestrian property, or scenic acreage, our tailored approach is designed to resonate with buyers specifically drawn to the local distinctive charm and beauty. With a deep knowledge of the market and a proven blend of traditional and digital strategies, we ensure your property stands out and sells confidently.

Our process is hands-on and thoughtful. From the initial consultation to post-listing promotion, every step is guided by insight, precision, and care. We collaborate closely with our clients to align marketing goals with the property's strengths and the expectations of today's discerning buyers. The result is a focused, high-impact campaign that doesn't just attract interest — it inspires action.



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