



THE SOLD PLAYBOOK

MARKETING YOUR HOME

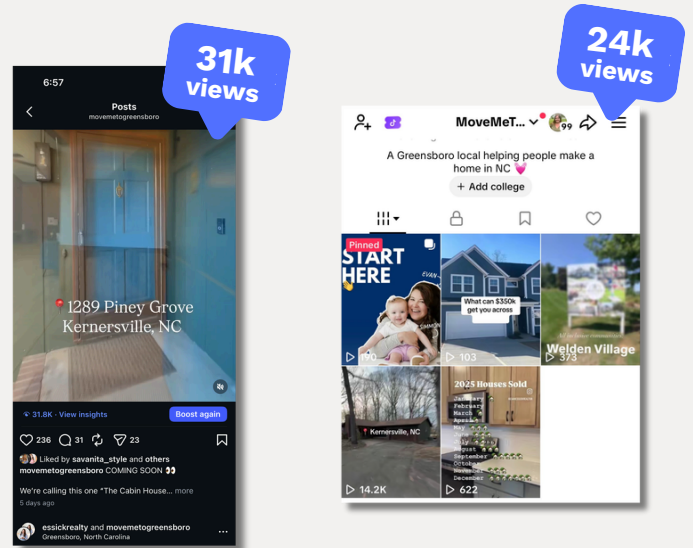


How I Market Your Home

01 DIGITAL MARKETING

More than likely, the first place a buyer will see your home *is on the internet.*

- Professional photography & videography
- Floor Plan
- Social Media
- Email Campaigns

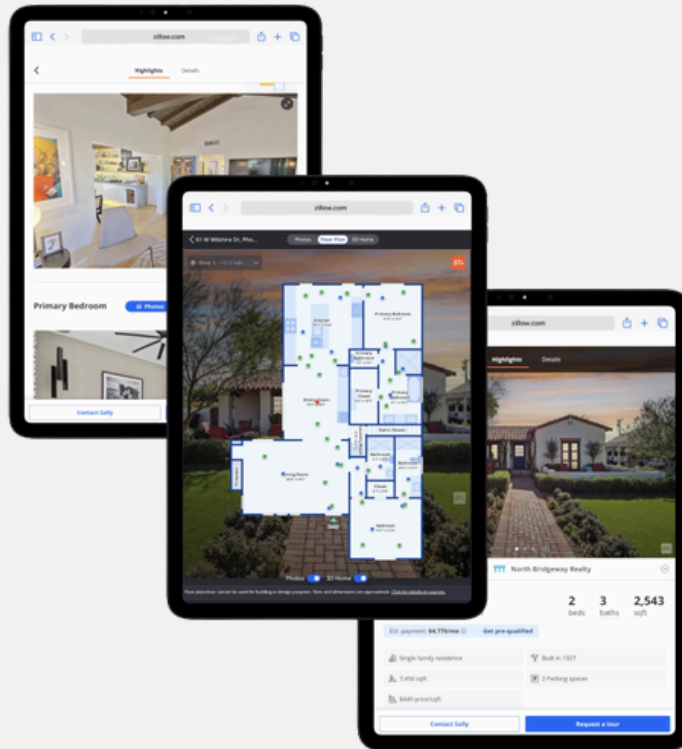


02 TRADITIONAL MARKETING

Equally important are traditional marketing strategies that work hand-in-hand with digital marketing.

- Open houses - yes, multiple
- Postcards to neighbors
- Yard signs

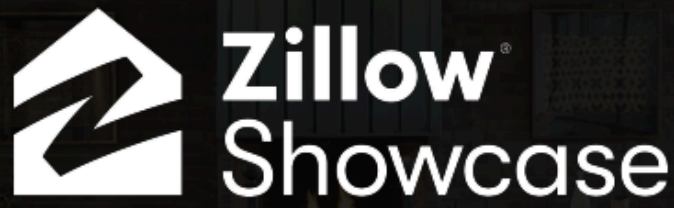




3D home Interactive floor plans AI-powered immersive visuals and innovative design Amplified exposure in personalized search

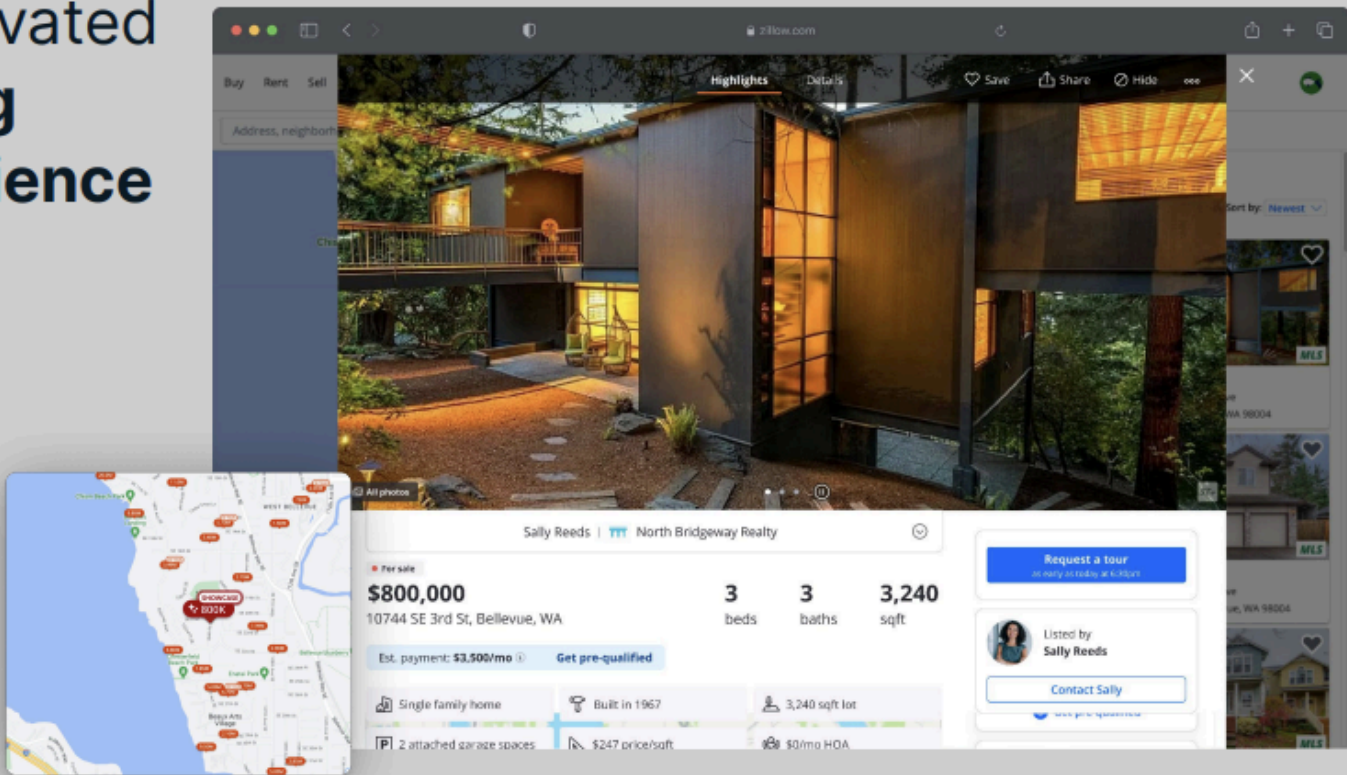
Special map stickers and dedicated email alerts to Zillow's customer database

Ability to be featured on **Apple Vision Pro™** through Zillow Immerse™ app
Captivating new display on Zillow for your home Contact button for prospective consumers to get in touch with your agent



Zillow® Showcase

An Elevated Listing Experience



The screenshot displays a Zillow Showcase listing for a modern home. The main image shows a contemporary house with large glass windows and a courtyard. The listing details include:

- Price: **\$800,000**
- Address: 10744 SE 3rd St, Bellevue, WA
- Features: 3 beds, 3 baths, 3,240 sqft
- Estimated payment: **\$3,500/mo** (with [Get pre-qualified](#) link)
- Property type: Single family home
- Year built: Built in 1967
- Lot size: 3,240 sqft lot
- Garage: 2 attached garage spaces
- Price per sqft: \$247 price/sqft
- HOA: \$0/mo HOA

The listing is by Sally Reeds, a realtor with North Bridgeway Realty. A "Request a tour" button is available, along with a "Contact Sally" button. A map inset shows the location in Bellevue, WA.

Unleash an Exceptional Marketing Package

81%

more
75% more

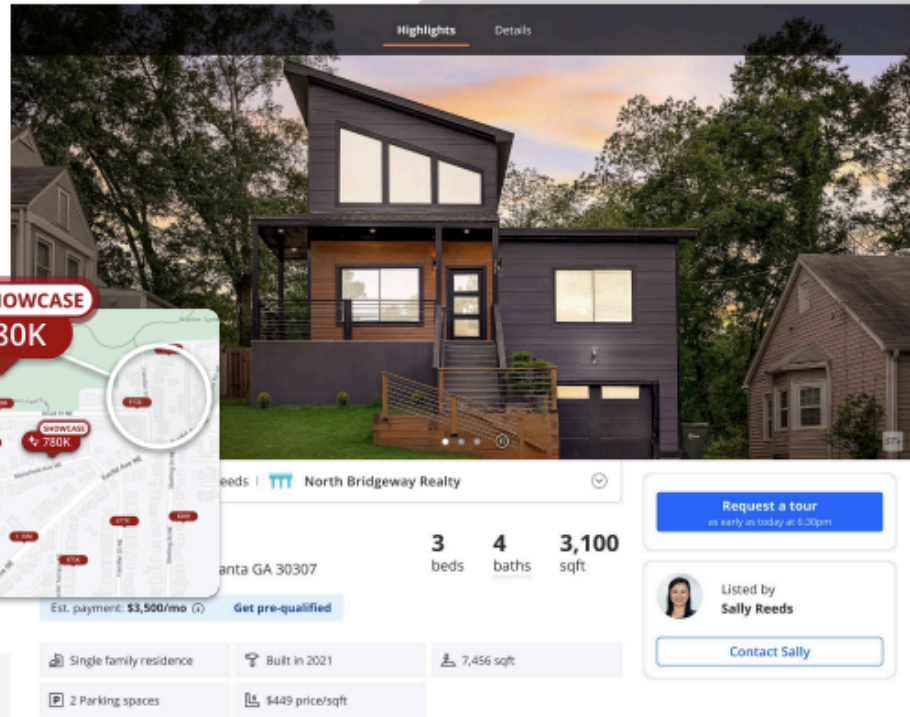
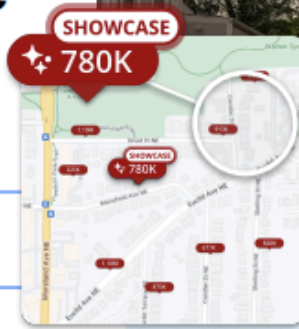
85% more

👁️ Page Views

❤️ Saves

📄 Shares

than similar nearby non-Showcase listings on Zillow.



Features

3D home Interactive floor plans

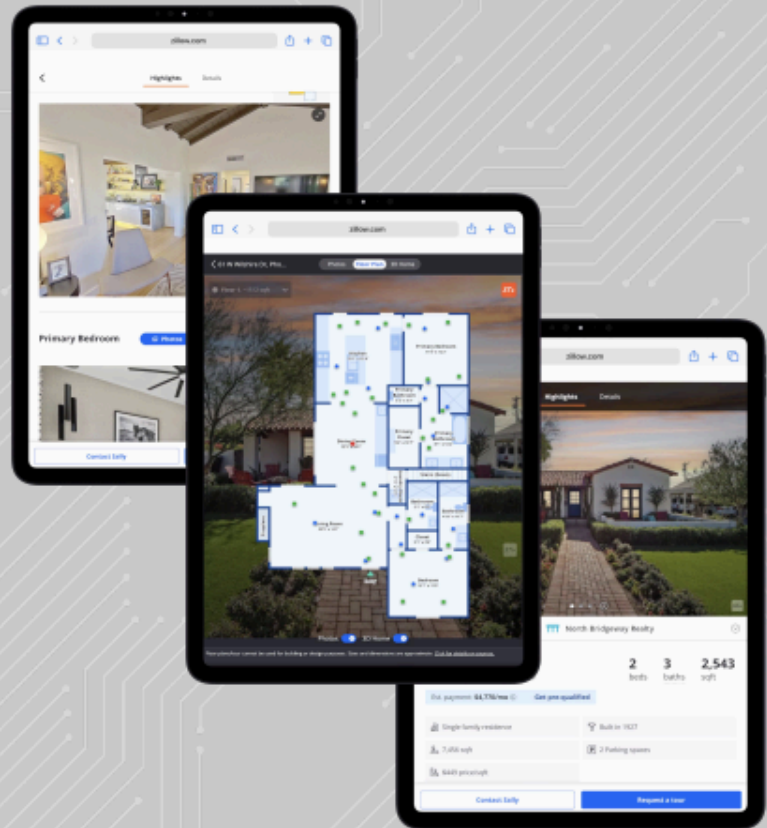
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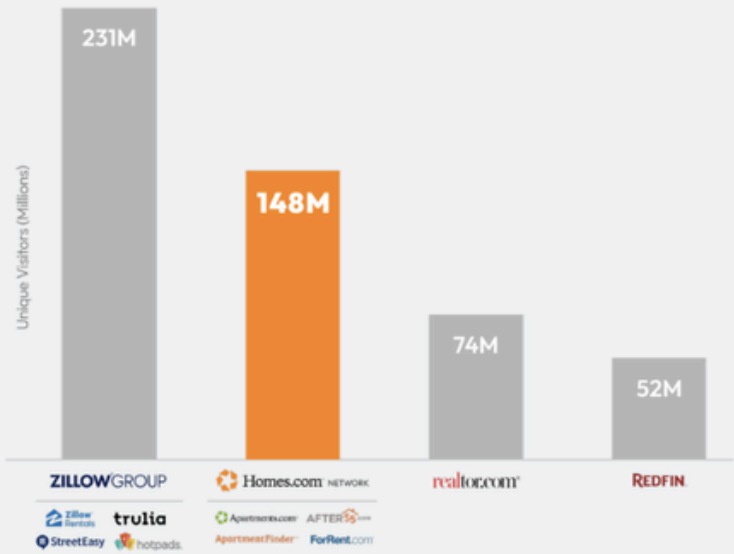






Exposure and placement like no other.

Listing your home with a Homes.com member agent is a no-brainer. Why? Two words: exposure and placement. Thanks to our billion-dollar investment, our traffic has exploded to 148 million unique visitors per month on average*.

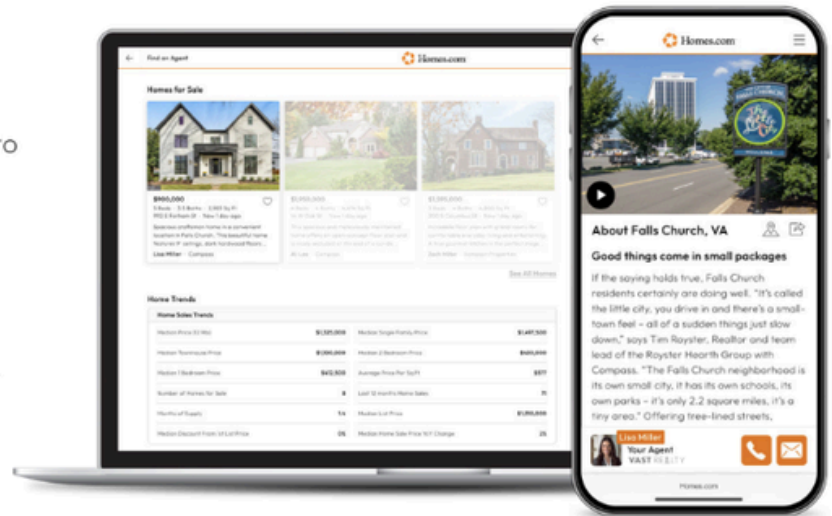


Premium placement

Member agent listings sort to the top of the search results above other listings which means they will be viewed 46X more than basic listings.** More eyes, more offers.

Even More Placement

Buyers aren't just looking for homes, they're also trying to find the perfect neighborhood. Homes.com makes sure your listings are featured on the relevant neighborhood and school pages. As a Member you're featured as an expert in the area, so buyers will feel confident working with you. All told, membership can help you win more listings and sell more homes faster and for more money.





Matterport Matters!

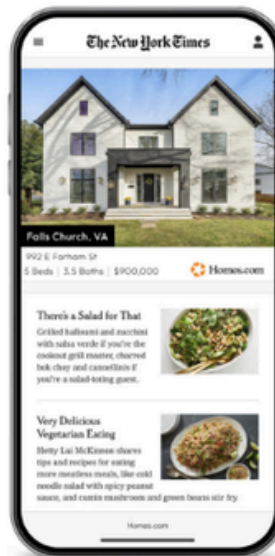
Member agents also take advantage of the cutting edge Matterport 3D tour and Floorplans on all of their listings in qualifying areas, including any guest or pool houses and garages. That way buyers can walk the property before they even see it. Think of it as a 24/7 open house with razor sharp images and detailed floor plans.

The Power of Retargeting: We don't just follow up with buyers, we literally follow them

Homes.com Member agents also take advantage of one of the most powerful tools there is to market a home: retargeting.

Here's how it works: if a potential buyer clicks on your listing, when they leave our site, we engage and reengage them across thousands of websites.

No other real estate portal can give you the power of retargeting so you should feel confident knowing that your listing could sell faster for more money.



Your listing will be seen across thousands of websites like these:

The New York Times **yahoo!**

CNN **yahoo! finance** **facebook**

POLITICO **ESPN** **NEW YORK POST**

Investing.com **THE WALL STREET JOURNAL**

YouTube **The Washington Post**

Staging

Staging can be a great tool to help buyers imagine themselves in your space.

There are also cases when a move-in ready vacant home can be just as appealing.

I work with my clients on a case-by-case basis to determine what works for their unique home & situation.



Pricing Strategies



BELOW MARKET VALUE

- + The home will generate interest
- + A quicker sale is likely
- + May receive multiple offers
- Risk of selling at a lower price



AT MARKET VALUE

- + Safer for appraisal purposes.
- + Buyers will recognize a fair price
- + Listing will appear on more relevant buyer searches



OVER MARKET VALUE

- Home will take longer to sell
- More hesitation from buyers
- The home might not appraise by the buyer's lender

CASE STUDY 1:

4512 Ridgefall

SOLD IN A WEEK

KEY STRATEGIES

- **Staging & Media** - We staged the living room, deck, entry way, kitchen and dining room; captured professional photography and did a listing walkthrough video.
- **Just Listed Postcards** - A neighbor ultimately purchased the home. A postcard alerts the neighbors to a new home for sale next to them for potential friends and family.
- **Open House Stats** - 5 groups came through in the month of JANURARY
- **Social Media Marketing** - I produced a walk through video, 2 reels, and 1 photo post, showcasing key selling points and showing up on potential buyers feeds. I distributed the videos on Instagram, and Facebook.
- **Yard Signage** - I recieved several phone calls from my signage and added signed through out the neighborhood for the walkers.

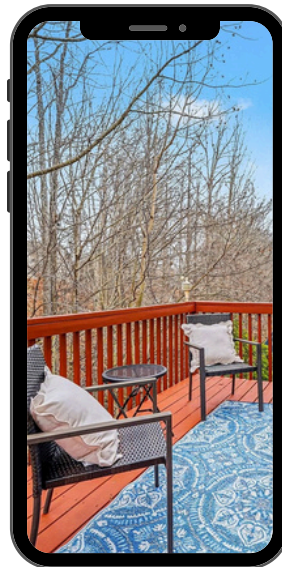
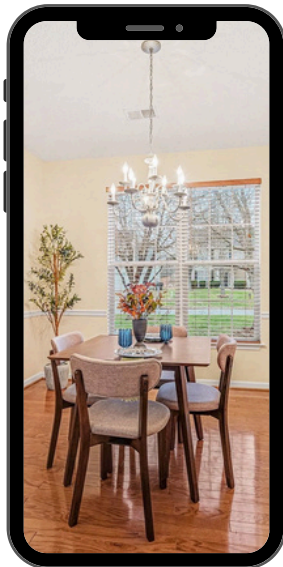
29,151 Facebook views 📊



MARKETING ASSETS

Video views
41K

Total play time
174h:43m:4s



CASE STUDY 2:

264 Beckford

SOLD IN 12 HOURS
7 SHOWINGS ON THE FIRST DAY

KEY STRATEGIES

- **Staging & Media** - We staged the living room, kitchen, deck, and dining room with a clean crisp design.
- **Coming Soon** - to build interest we posted the home on a coming soon status. Professional photography, videography, a Zillowshowcase floor plan, and targeted descriptions.
- **Social Media Marketing** - I distributed the video and photos on Facebook and Instagram. It garnered much interest online.
- **Custom Email Blasts** - I emailed local agents who have sold homes in the price range of 264 Beckford. The buyer who purchased the property was from an agent who received my email.
- **Pricing Strategy** - We priced the home right on target with the comps and recieved multiple offers within the first day of being active.

MARKETING ASSETS

