

An aerial photograph of a large, two-story stone house with a grey shingled roof. The house features a prominent front porch and a large swimming pool in the backyard. A concrete driveway leads to the house, and there is a small shed in the yard. The property is surrounded by lush green trees and a well-maintained lawn. In the background, other houses and a large building are visible under a clear blue sky.

**MARKETING
PLAN OF
ACTION**

&

**HOME SELLER
GUIDE**

MISSION STATEMENT

It is my mission to provide an experience that is so positive that you'll feel the trust, comfort, and confidence in securing a real estate agent for life. I believe that working hard at something you love to do, with people you trust, is one of the greatest experiences in life. As a result, I provide some of the most professional, loyal, and dedicated service in the industry. The best interest of my clients will always come first as I am dedicated to the development of long-term relationships, and earning the referrals of the people my clients care most about.

I hope you enjoy this detailed marketing plan and home seller guide.

Colten Trevino
Owner - CLT Realty Group
REAL Broker, LLC.
210-624-1108
coltentrevinorealtor@gmail.com
www.cltrealtygroup.com



MARKETING PLAN OF ACTION & HOME SELLER GUIDE

1

Complete the Prelisting Home Features Sheet and Listing Paperwork

We'll meet to go over the features of your property, complete all necessary listing paperwork, and review required seller disclosures to ensure compliance and transparency.

2

Coordinate Professional Photography

To capture the best aspects of your property, we'll hire a professional photographer. This can include:

- Drone Photography for aerial views, especially for larger properties like ranches or vacant land.
- Virtual Staging if needed to showcase empty spaces in their best light.

3

Property Preparation for Photography

- Minimize clutter and personal items (e.g., kitchen appliances, toiletries, toys).
- Ensure light bulbs work, fans are off, and rooms are tidy.
- Clean thoroughly or hire a cleaning crew to vacuum, mop, and dust.
- Mow the yard and consider a power wash on the driveway and patio areas.
- Turn on pool water features if applicable.
- The photographer will walk through the property to strategize, provide advice, and optimize the shoot.

4

Create Property Flyers and Develop a Dedicated Website

- Eye-catching flyers will be prepared, and we'll create a custom property website to highlight unique features, images, and details.

5

Full MLS Listing Review & Syndication

- Your property will be listed on San Antonio MLS, Central Texas MLS, and South Texas MLS, with a review period before the listing goes live.
- We'll syndicate to major platforms, including Zillow, Trulia, Realtor.com, and other real estate sites to maximize visibility.

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6

Launch Targeted Online Marketing

- Social Media Campaigns: A targeted social media campaign will reach potential buyers on Facebook, Instagram, and other platforms, without extra cost to you.
- Email Blast: An email campaign will reach all buyer agents in the area.

7

Local Agent Outreach

- Conduct an agent analysis to identify agents who may have clients interested in your property type.
- Contact top local agents to promote your property and encourage showings.

8

Just Listed Campaigns

- Social Media: A “Just Listed” campaign will be sent to my entire social media network.
- Postcards: We’ll mail postcards to your neighborhood to inform locals and potential buyers.
- Phone Outreach: We’ll make calls around the area to inform qualified buyers about your listing.

9

Set Up Showings and Collect Feedback

- Using ShowingTime, we’ll set up showings and provide you with real-time feedback from agents and buyers.

10

Prequalify All Potential Buyers

- All interested buyers will be prequalified to ensure only serious and qualified buyers schedule showings.

11

Conduct Open Houses (Optional)

- Upon request, open houses can be arranged, giving potential buyers the opportunity to tour the property in person.

12

Weekly Updates and Communication

- You’ll receive weekly updates on the status of your listing, feedback, and any relevant market changes.

MARKETING PLAN OF ACTION & HOME SELLER GUIDE

13

Review All Offers and Provide Counseling

- We'll go over all received offers together, providing counsel on each to help you make an informed decision.

14

Win-Win Negotiation Tactics

- My negotiation strategies aim to achieve the best possible price while keeping transactions smooth and mutually beneficial.

15

Transactional Updates and Guidance

- I'll guide you through each stage of the transaction, from offer acceptance to closing, keeping you updated at every step.

15

Relocation Assistance if Needed

- If you're relocating, I'll provide expert support, whether buying a new home in the area or elsewhere.

16

Added Services I Offer to Sellers

- **Luxury Boutique-Level Service:** Tailored support and personalized service for your property.
- **Professional Marketing Materials:** High-quality listing videos and home brochures.
- **Expert Pricing Strategies:** Customized pricing based on market analysis.
- **Social Media and Online Advertising:** Targeted campaigns designed to attract more potential buyers at no additional cost.

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TESTIMONIALS



“Colten Trevino was an absolute pleasure to work with. He helped us navigate the sell of two properties in the Hill Country and the purchase of our dream home on Padre Island. His professionalism, hard work, and strong work ethic made the entire process seamless. We highly recommend Colten to anyone looking for a dedicated, hardworking and knowledgeable real estate agent. We wouldn't hesitate to work with him again in the future.”

- William Cox



“Colten is my go-to agent for all things real estate. He successfully helped me sell my first home near the coast, guided me through purchasing my next residence in San Antonio, and even provided expert advice on getting it rented out. Most recently, he helped me purchase 15 acres in the Hill Country where we plan to build our dream homestead. His service, guidance, communication, and market expertise are top-notch. Whether buying, selling, or investing, Colten always delivers excellent results. Highly recommend!”

- Nathan Jordan



“Very professional individual. Mr. Trevino was very knowledgeable about the market prices in my selling area and was very diligent in ensuring the home was shown & eventually sold. Great realtor.”

- Steven Kocurek



“Colten assisted me in the selling of my home. He was respectful and responsive during the entire transaction. I had a tight deadline to meet & Colten understood the sense of urgency and handled this emotional time with the utmost professionalism. It was a pleasure to work with him and he will be my go-to realtor for all future properties.”

- Melanie Unterkircher

View more of my reviews on my Google page by typing in:
“Colten Trevino Hill Country Realtor”