

Marketing

Your Home

She

SELLS SCOTTSDALE



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PREPARING TO MARKET YOUR PROPERTY

- Professional photos of your home's interior and exterior
- Virtual walkthrough of the home
- Floor plan & measurements
- Drone Photography (If applicable)
- Showcase Listing In Zillow
- Listing activated in the MLS
- Expert advice on pricing strategy
- Digital marketing to maximize online presence
- Heat Map advertising directly to my database
- Individual property website
- Paid ads for ultimate exposure on Social Media
- Recommendation of changes to your home to maximize pricing
- List of reputable vendors for any required work
- Lockbox for access and to track showings
- Sign Installed at your property

You will stay informed and involved.
This is how we will maintain open communication:

- Weekly report on marketing efforts and results
- Keep you informed of any market changes, sales trends, or other factors that may affect the value of your home
- Provide feedback from agents



DIGITAL MARKETING

Statistics show that over 90% of buyers find their new home online.

- **Coming Soon campaign to potential buyers**
- **7 Day “blast” on Google - PPC Advertising**
- **Youtube video of your virtual property tour**
- **Paid advertisement on social media to target market**
- **Online syndication to websites like Realtor.com, Zillow, Trulia and more**
- **Back-end access to major real estate sites to create attractive and accurate postings**
- **Weekly facebook ad campaign to people who are interested in moving**
- **Instagram posts about your home**
- **Constant analysis of online traffic data to keep your campaign up to date**
- **Target marketing to potential buyers to locate the best buyer for your home**
- **Personalized Website dedicated to your home**

MARKETING MATERIALS

- **Direct email flyers sent to our database.**
- **200 Just Listed Postcards sent to “Your Farm Neighborhood”**
- **Reach out to our network and past clients for potential buyers.**
- **Color flyers/brochures featuring your homes highlights.**
- **“Your Home Binder” presented at your home for all interested buyer’s to browse with detailed information.**
- **Personalized Landing Page for extra exposure.**
- **200 Just Sold Postcards sent to “Your Farm Neighborhood” after close**

“Your Own Personal Property Website”



Your property will have it's own designated url to drive the traffic directly to you listing.

RETSY

Forbes
GLOBAL PROPERTIES

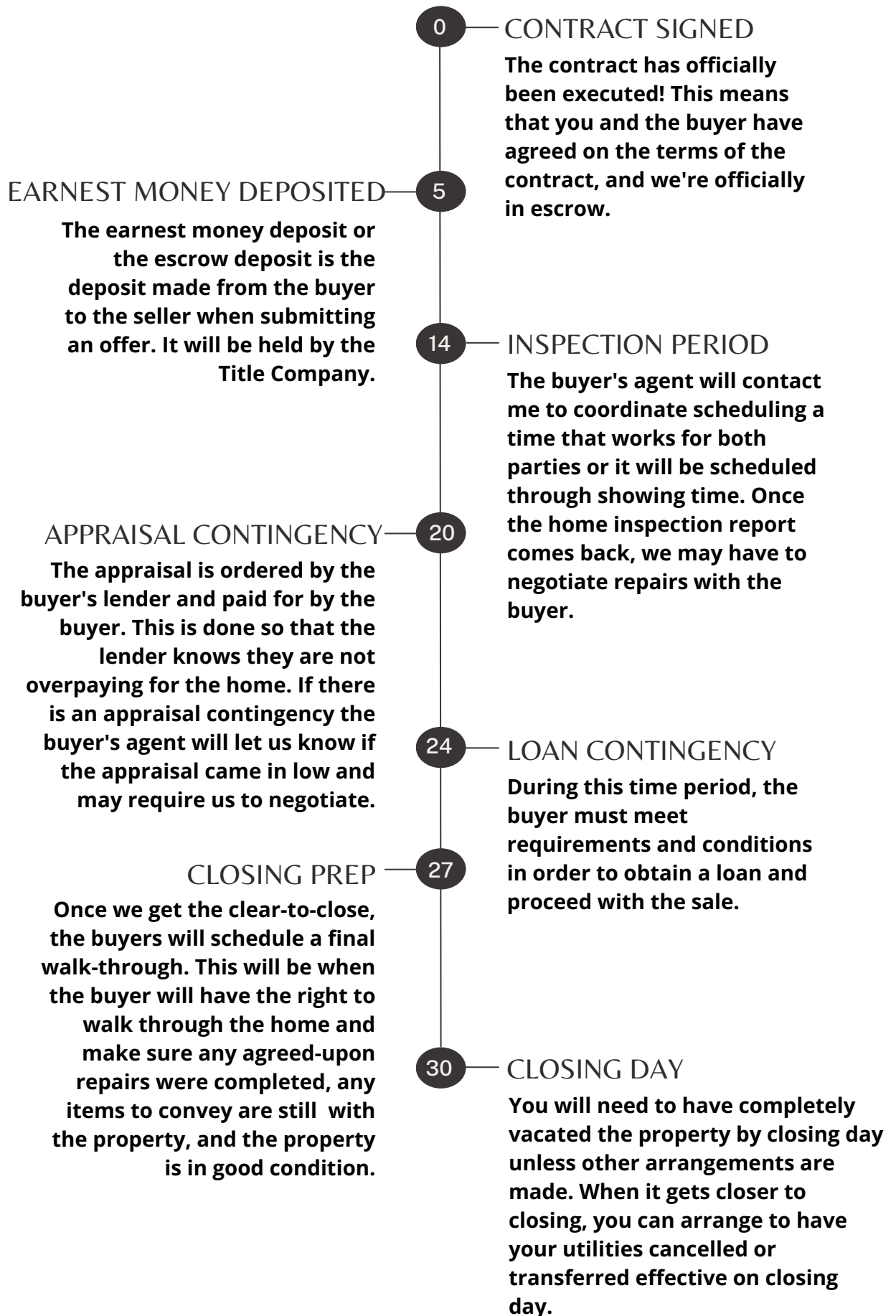
BEHIND THE SCENES

There will be a lot of work going on behind the scenes as well to make sure your home gets the most exposure and to ensure a smooth transaction

- **Send video responses to buyer leads via email and text**
- **Improve the marketing of any under-performing campaigns**
- **Price the property correctly the first time to widen the window of buyer showings**
- **Reassess pricing if online traffic is not converting into offline tours**
- **Answer any questions that arise throughout the transaction**
- **Utilize Supra Lockbox to monitor agent showings**
- **Research ownership and deed type from Title Company**
- **Research property's zoning, deed restrictions, etc.**
- **Research tax records**
- **Verify that your property is free of all liens**
- **Verification that buyer is properly qualified**
- **Weekly communication regarding the status and progress of the sale**
- **Text and email reminders to you about appointments and deadlines of escrow, disclosures, etc.**
- **Constant communication with cooperating agent and Lender to give you accurate feedback about the status of the transaction.**



UNDER CONTRACT TIMELINE





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