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ACTIVE MARKETING PLAN



Understand the Market

Take an in-depth look at the real estate world, including how to reach buyers and the role of marketing in home-selling.

Let Me Sell Your Home

Explore my step-by-step guide to the creative marketing strategies proven to sell homes fast and for more money.

Get the Best and Most Offers

Start a bidding war over your house with multiple buyers and offers driving your final selling price higher and higher.



Supply & Demand

Let's take a trip back to high school economics to talk about supply and demand and how it influences your home-selling strategy. In this scenario, supply is the number of homes for sale in your neighborhood. If we're only using the big three strategies to market your house, we can estimate demand to be 86 percent. The point where supply and demand meet will be your home's price. When demand increases, and supply stays the same, that price is going to go up. So, if I can increase that demand to more than 86 percent using the creative marketing strategies I'm about to share with you, I can push your home's price up. That's my job, and my goal, as your agent. So, how can I help drive that demand?

THREE KEYS

TO INCREASING MARKET DEMAND

Exposure

Emotion

Repetition

Exposure



Any real estate agent can market to a potential lead that's already looking to buy. What separates a great agent from an average agent, however, is the ability — and drive — to reach people who haven't started looking for their next home. In fact, the best leads are not always the ones actively looking to buy a house. For example, let's say a person is interested in buying a home in the near future. They've had the early conversations and made the preparations, but they're not yet in the market. This means they're not going to be looking on real estate websites and they're not going to be noticing every yard sign they pass. On the other hand, we have people who just left the market. When the market is hot and the prices are high, buyers get frustrated. Maybe they couldn't find the perfect home, or maybe they did and their offer was rejected at the 11th hour. Whatever the reason, even though the

intent to buy is there, disillusionment is preventing them from continuing their search. Finally, there are those who have no interest in buying but know someone who does. They may not be online scrolling through listings, but when they see a great home for sale, they'll want to call their friend and tell them to check it out. These are precisely the types of buyers agents should be targeting, but with basic marketing techniques, these audiences will be bypassed completely. This means agents must go above and beyond to maximize their listing's exposure, ensuring that all potential buyers inside and outside the market see it. That is exactly what I will do for your home. The more exposure I can get for your property, the more likely it is that I can reach the right buyer, in the right place, at the right time.



Emotion



My job as your agent is to create a memorable, emotional connection between your home and your potential buyer.

When someone finds a home that “feels right,” no price is too high. This shifts the decision to buy from a financial choice to an emotional one, and that is the key to reaching your home’s highest possible price point.

Creating that connection does not necessarily mean “improving” the product that’s already there. Your place is memorable the way it is — it’s up to me to present your house to potential buyers as not just any home, but their home. When something, anything — a car, a musical instrument, a piece of furniture — already feels like it belongs to you, walking away from it

becomes extremely difficult. At this point, there’s hardly a decision to make at all because the product (your home) is, in your buyer’s mind, the only choice.

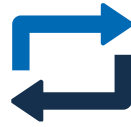
Big companies and brands have long recognized the power of emotion in marketing a product, particularly if it is a big-ticket item. With a home being one of the biggest purchases many people will make in their lifetimes, creating that connection becomes even more important.



*Your place is memorable the way it is —
it’s up to me to present your house to
potential buyers as not just any home, but their home.*



Repetition



A great agent needs to beat the distractions of everyday life, breaking through the clutter to get your home noticed.

Let's say someone drives by your house and sees your yard sign. They may be interested in buying right now, their friend might have told them about your home, or they may not have been actively looking for a new place, but the instant they saw their dream home for sale, it got the wheels turning in their head.

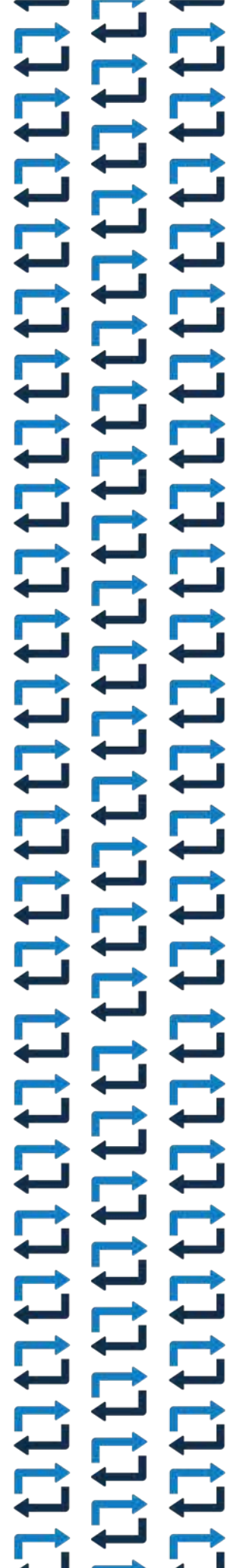
But then, with a million other things running through their mind, they forget. Most people are constantly busy. They receive text messages and phone calls, maybe a driver cuts them off on the way home — these things happen and they're unavoidable.

I take these variables into account. I know that to get your house noticed and remembered, my marketing must cut through the clutter through raw repetition, showing buyers your home over and over until their desires translate into actions.

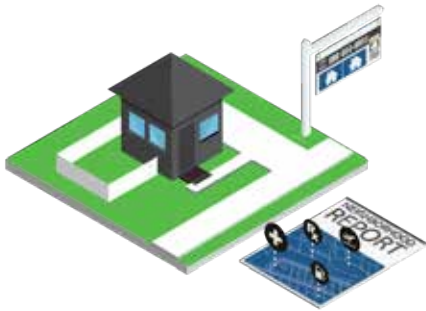
The more a consumer sees your home, the more familiar they become with it. So now, when that potential buyer is on a portal like a Zillow or realtor.com looking at potential homes, your

home — their dream home — is going to stand out in their mind and from the competition. One impression is almost never enough. The more times a consumer views your home, the more it will resonate through the distractions of everyday life, stay on their mind, and drive them to the closing table.

“*The more a consumer sees a home—the more repetition an agent uses—the more familiar they become with it.*”



The Four Pillars of My Active Marketing Plan



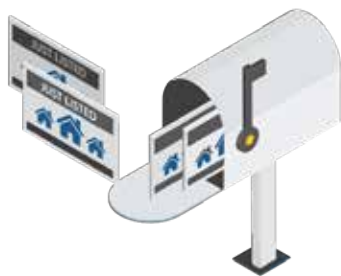
In-Home Activation

When it comes to marketing your property, your home is the epicenter around which all other efforts revolve — the core of the campaign. At the In-Home Activation level, my property promotion tactics include takeaway flyers with photos of your home and my direct contact information, as well as an eye-catching yard sign to draw potential buyers in as they drive or walk by your home.



Neighborhood Canvass

Taking the campaign beyond your front door, it's time to let your neighbors know your home is on the market. By posting flyers on community boards, putting out door hangers, and connecting to potential buyers with handwritten thank you cards, the Neighborhood Canvass tier of my marketing campaign can tap individuals looking to stay in the area but searching for a new home, as well as those whose friends or family want to move to your neighborhood.



Direct Mail

Direct mail marketing allows me to target people in strategic areas around your property using full-color mailers featuring interior and exterior photos of your house. This pillar builds recognition through repetition by bringing your listing directly to the mailboxes of potential buyers who may have seen your yard sign or a flyer at a local coffee shop.



Digital Marketing

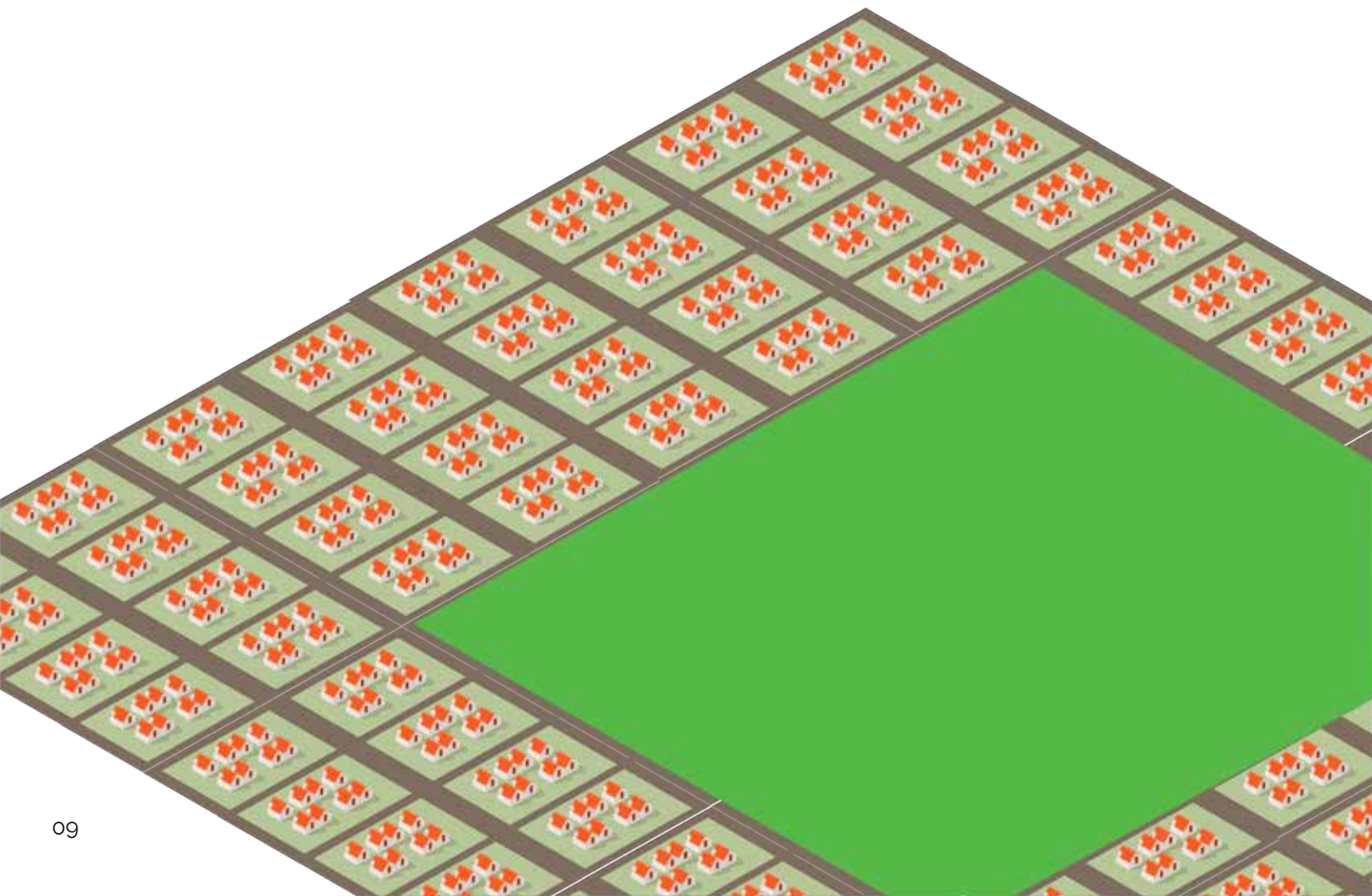
To complement print marketing, my methods also work to reach buyers online, displaying ads for your home on popular social media websites, not just real estate websites, expanding the reach for potential buyers even further.

GEO TARGETING

A COMPREHENSIVE PRECISE, REGION-SPECIFIC STRATEGY

As the name implies, geotargeting focuses content and advertising around a specific location. In this case, that location is your house, which means my print, digital, and direct mail marketing will target key areas surrounding your home.

On the previous page, I showed you a map that visually represents the four pillars I use to market homes for sale. That map also illustrates my geotargeting strategy, extending out from the campaign's focus point — your home. This strategic targeting ensures your listing is seen by the right people, helping get more offers and sell your home for the right price.



Connecting with Interested Buyers through **Advanced Lead Capture Technologies**

Dedicated Phone Line

Each piece in my marketing campaign features a local phone number interested buyers can use to inquire about your home. This is not a shared line ringing at a call center — it is my direct point of contact with built-in lead capture capabilities. And because 64 percent of people prefer text messaging to phone calls when communicating with a business, according to a Harris Interactive Poll, potential buyers can simply text this number to get a link to your property's website with all the details they're looking for.



Unique Text Codes

With increasingly busy lives and a crowded market, the best way to ensure potential buyers engage with your property is to make the process as simple as possible. My marketing system assigns your home a unique, four-digit code buyers can use to access more information in minutes or less. Not only does this make it fast and easy to get property details, but it means I can also easily keep track of who is interested in your house so I can follow-up with prospects over the phone or even in person.



Property-Specific Website

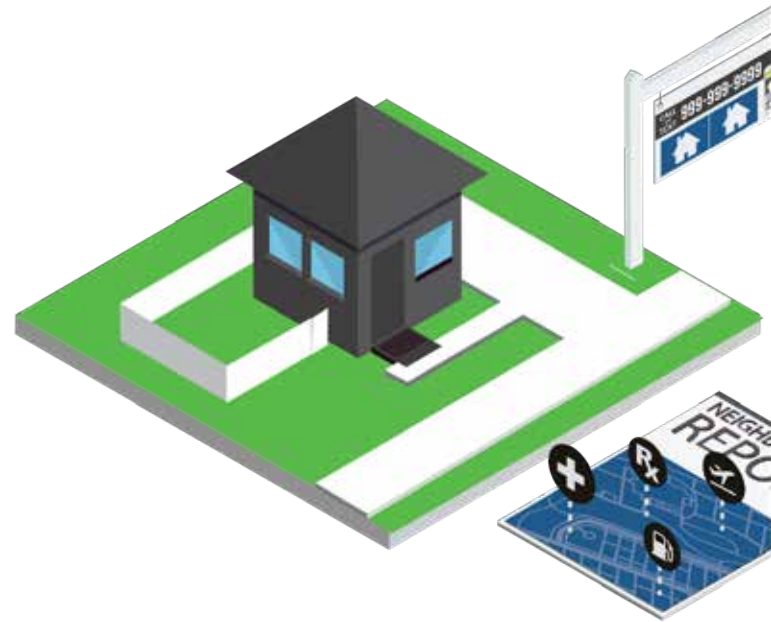
As soon as an interested buyer calls or texts using your property's code, they'll be sent a direct link to your home's dedicated website. That page exclusively features your property, so your house won't be competing with other homes for sale in the area or third-party advertising. Buyers can access additional photos, details on your home's unique features, and, most importantly, see an accurate and up-to-date asking price, not just an estimate of your property's value.



In-Home Activation

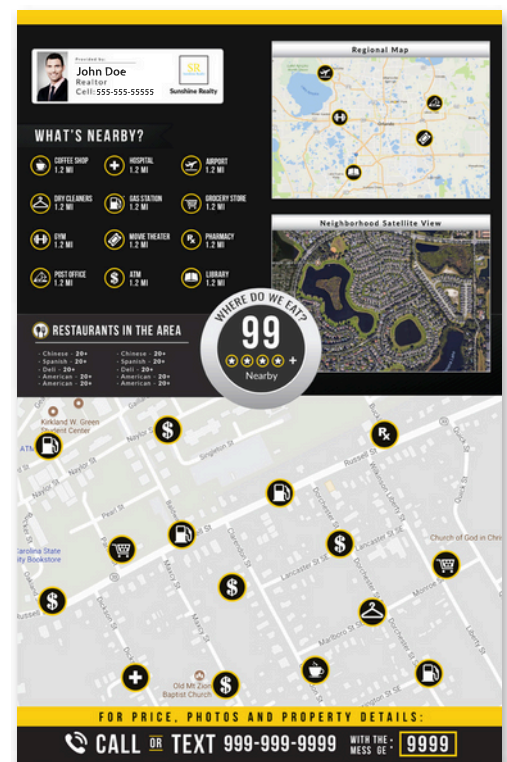
Supercharged Yard Sign | Neighborhood Report

Your home is both the center from which all my marketing tactics emerge and the destination we want every interested buyer to reach. Like I mentioned earlier, your house is at the core of my entire property marketing campaign, but it also stands on its own as a fantastic avenue for promoting your listing. It presents several highly efficient ways to connect with potential buyers — through open houses, showings, and your supercharged yard sign. Here is how I plan to make the most of each of these opportunities.



Neighborhood Report

As your agent, I'm selling more than just your home. Your neighborhood, and the people, places, and businesses in it, play just as important a role in securing an offer as your square footage or number of bedrooms. My Neighborhood Reports provide a map of restaurants, grocery stores, hospitals, pharmacies, and other businesses in the area. These reports also feature a regional map highlighting airports, gas stations, and more, as well as a satellite view of your neighborhood and interior and exterior photos of your home. Having this information on-hand during your open house or showing can heavily influence a person's buying decision, determining if your home is a contender in their search or not.



Emotion:



Repetition:



Exposure:



Supercharged Yard Sign

Every agent uses yard signs, but very few know how to use them to their maximum potential. Nine percent of buyers found their home through a yard sign so, to make this piece of the marketing puzzle even more powerful, there are two key elements I add to your sign.

First, I want to ensure potential buyers remember your home. People typically remember only 10 percent of what they read three days later, according to research outlined in the book *Brain Rules*. But, when a relevant picture is included, that number shoots up to 65 percent! By putting interior home photos right on your yard sign using a full-color sign rider, I take what psychology has taught us and apply it to get the results you're looking for. Having these images on your "For Sale" sign also makes it much more likely people will pull over to take a closer look, giving them more time to engage with the marketing right in front of your property.

Next, it's important to give interested buyers a fast and convenient way to get details on your house via text messaging. According to Pew Research, 81 percent of people in the US text regularly. Nielsen reports Americans text twice as often as they call. Clearly, this method of communication has become such a huge part of our lives that it's likely you've already sent multiple text messages today. That's why my sign rider also includes my dedicated phone line and your property's unique text code, letting interested buyers get information in a way that's simple and familiar.

Emotion:



Repetition:



Exposure:





Earlier, I went over the three keys

to increasing demand — exposure, all three elements better than print marketing. That's why an eye-catching, community-wide print marketing campaign makes up the Neighborhood Canvass pillar of my Active Marketing Plan.

High-quality print pieces, featuring professional photographs of your home's exterior and interior, strategically placed throughout your neighborhood ensure potential buyers see your home time and time again. This creates the repetition and exposure needed to make a lasting impression so your property is one these potential buyers can recognize right away. And, because print pieces are something your home's future owners can hold in their hands, they are also incredibly effective at building that all-important emotional connection through touch.

But don't just take my word for it. Temple University's Fox Center for Neural Decision Making conducted a study where they compared digital advertising to print advertising, focusing on how people interacted with each format, measuring information retention, and gauging emotional reactions.

People tend to look at physical advertising longer than digital. We remember physical advertising for a longer period of time and recall details more quickly and confidently than digital formats.

Physical advertising produces a stronger emotional response, triggering the part of the brain responsible for showing intent to purchase.

Their research showed: Needless to say, these findings support what I already fully believe to be true — print marketing is one of the most important and result-driving parts of real estate marketing. Over the next few pages, I'll show you how I've translated research into an actionable print marketing strategy to get your home noticed in your community.

Door Hangers

Although strategy and research make up a big part of marketing your home, there's much more that goes into getting eyes on your property. It's my job as your agent to go out into the neighborhood, talk about your home, and build personal relationships with potential buyers that leave a lasting impression. Door hangers are one of my favorite tools to do just that.

Putting up full-color door hangers showcasing your property throughout your neighborhood, I can help your home get the amount of exposure we're looking for. If the people receiving these door hangers have already seen your property's flyer on the HOA board or received one of my direct mail postcards — I'll go into more detail on those later on — we're also building the recognition through repetition and emotional connection that are so important at this stage.

Emotion:



Repetition:



Exposure:



Jumbo Door Hangers

Capitalizing on the strength of door hangers, my print marketing suite also includes jumbo door hangers. Oversized and attention-grabbing, these pieces offer increased visibility and create an impression that's impossible to ignore. Again, after seeing flyers for your property displayed around the neighborhood, jumbo door hangers work to turn up the repetition factor. And this effect works the other way around, too! Someone who receives a door hanger may be more likely to notice your yard sign, featuring the same vibrant imagery, on the way home from work.

Beyond repetition and exposure, jumbo door hangers, together with the rest of my print marketing products, also make great referral tools. Perhaps the homeowners who received one of my jumbo door hangers aren't searching for a new home at this time, but know their best friends, old college roommates, or in-laws are looking to move into the neighborhood. I want your home to be the first place they think to recommend.

Emotion:



Repetition:



Exposure:



Flyers

Flyers are among the most widely used and recognizable forms of print marketing, and rightly so. When used properly, these pieces hit all three demand-driving keys — generating exposure by promoting your property around the community, increasing the amount of times potential buyers see your home in pictures, and creating an emotional connection between your house, your neighborhood, and the thought of a new place to call home.

In my marketing arsenal, you'll find two different types of flyers, each serving a unique yet equally important purpose.

Small Flyers

I consider small flyers to be my powerhouse print product. As part of my marketing efforts, I strategically place small flyers in popular and relevant spots around your neighborhood and community — places where potential buyers are most likely to see them. This includes local businesses, coffee shops, and restaurants, as well as community boards, HOA boards, and meeting spaces for neighborhood organizations. By doing this, I create opportunities for people with buying on the brain to see flyers promoting your home — their dream home — multiple times throughout their day. My goal is to get them to pick up a copy to take home with them.

Emotion:


Repetition:


Exposure:




Large Flyers

While small flyers focus on repetition and exposure, my large flyers drive that emotional connection home. I use these impressively sized, high-quality flyers at open houses and showing appointments, encouraging those who stop by to take one with them. From there, they might set their flyer out on their coffee table or stick it on their refrigerator, creating an opportunity for them to see, and remember, your home each and every single day. When they're ready to make their decision, I want your home to stand out in their mind.

Emotion:


Repetition:


Exposure:




Business Cards

Whether I'm meeting with a new client, having lunch with a colleague, or introducing myself to a member of your community, my business cards are never far from reach. If awarded the opportunity to sell your home, every time I hand a new contact my card, they'll see a picture of your property.

As part of my community canvassing efforts, my marketing includes two types of business cards — a traditional one and one that folds in half like a tent. Each of these cards will feature full-color photos of your home, as well as my easy-to-use text code to get people to your dedicated website in just a few taps on their phone.

For as long as I'm in charge of marketing your home, these are going to be my official business cards. I want everyone I interact with to see your home, so we can continue building repetition, emotional connections, and an audience base for maximum exposure.



Emotion:



Repetition:



Exposure:



Thank You Cards

Nothing says thank you like a handwritten card. That's why I send personalized and hand-addressed cards to every buyer interested in your home.

Although a vital part of my property marketing strategy, these cards are not intended to be a sales pitch — they are simply meant to thank that person for his or her time. But, because the cards feature beautiful pictures of your home, they are still working to get you the results you want.

Including a handwritten note, potential buyers are also less likely to throw these cards away after a quick glance. This is the emotional connection we've been working to build. If that card ends up on the household's fridge, that is a huge win. Going the extra mile, whether with a thank you card or retargeting those who've shown interest with digital ads, can often mean the difference between getting your home sold and getting buried in the competitive market.



Emotion:



Repetition:



Exposure:





Direct Mail

You may not think of your mailbox as a powerful marketing channel but it has proven to be one

of the most effective platforms to ensure your message reaches the right audiences. In a world gone digital, print marketing, including direct mail, presents a bigger and better opportunity than ever before — the chance to stand out and make a lasting impression.

While digital marketing plays a big and important part in promoting your home, which we'll discuss later in this plan, a trip to the mailbox offers a break from the constant buzz of online ads. It's a chance for people to unplug and sort through mail with no distractions, no pop-ups, and no new notifications. As your real estate agent, I see that

as an opportunity to promote your home while we have potential buyers' undivided attention.

The Direct Mail pillar of my Active Marketing Plan includes a targeted postcard campaign that puts your home's marketing in the hands and homes of potential buyers. In fact, I consider my direct marketing strategy to be the secret weapon when it comes to hitting my two biggest goals as a real estate agent — selling quickly and at a price that makes my clients happy.



“Just Listed” Postcards

With direct mail marketing, your home becomes the star of the show. These postcards officially announce that your house is up for sale, delivering your message directly to those most likely to be receptive to it. With a “Just Listed” headline, my marketing works to create a sense of urgency, letting hopeful buyers in your area know your home could be theirs right now.



Full-Color Interior and Exterior Photos

Earlier, I spoke about the power of imagery when it comes to establishing a memorable emotional connection. By including professional photos of your home on my direct mail marketing, it not only taps into that connection, but also offers potential buyers an opportunity to picture themselves at home in their new space.

500

Target Buyers in Your Neighborhood

To get your home in front of the people most likely to be interested in buying it, your closest neighbors. These individuals already know and love the area, and may be looking for more room, a pool, or upgrades that make your home their dream home. This is a chance to let them know your house could be just what they are looking for!



Home Details Instantly Sent via Text

By texting the four-digit code included with each card, interested buyers will be directed to your home’s dedicated website in just seconds. Offering the information buyers are looking for at the exact moment they are thinking about your home can increase the chances they’ll schedule a showing or add your house to their consideration list.



Built-In Tracking

Each postcard includes a unique four-digit code, letting me know who has requested more details on your home after seeing my mail. With this information, which now includes both a potential buyer’s address and telephone number, I’ll be able to get in touch with them regarding open house dates or scheduling a private showing.

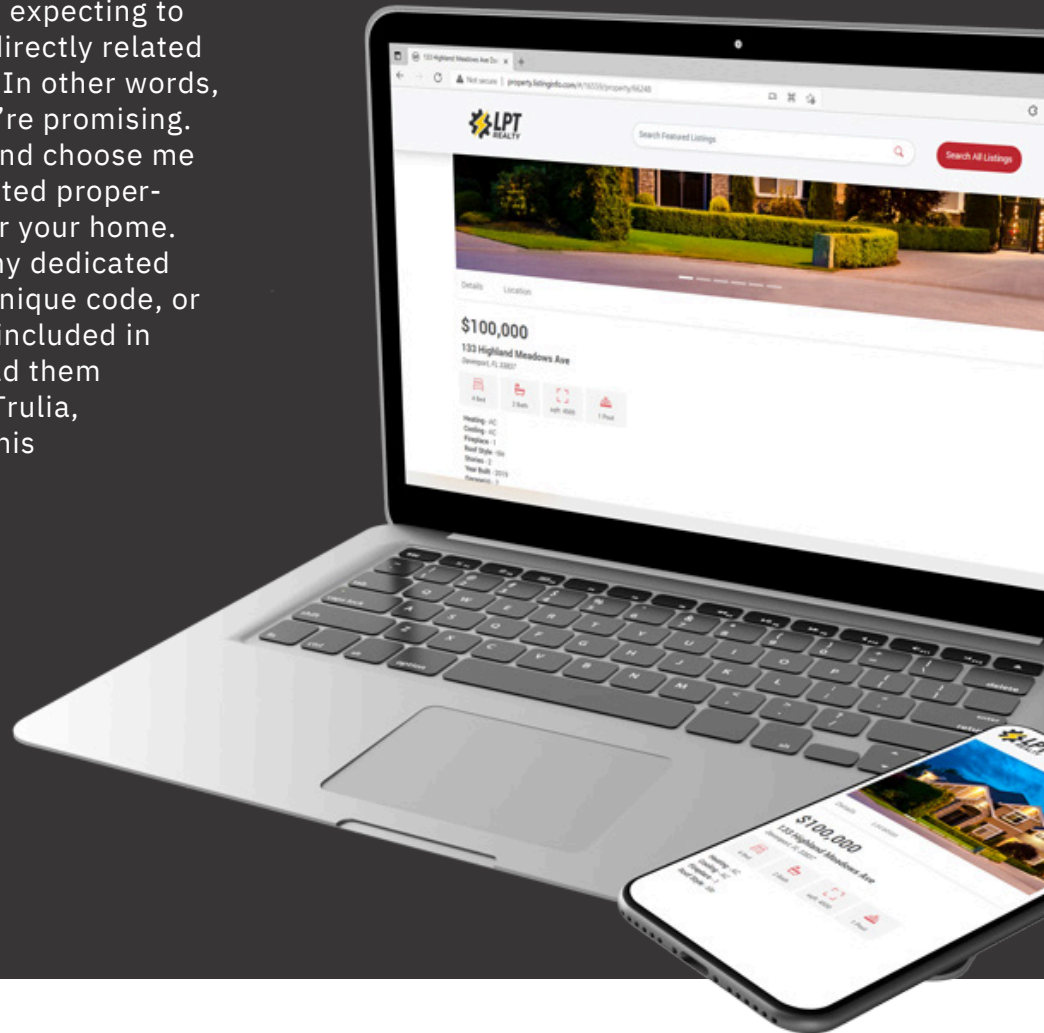


Digital Marketing

Most of us turn to the Internet when making buying decisions, big or small. From books and everyday essentials, to TVs, smartphones, and even cars, we go online to find information, read reviews, and often make our final purchase. Because of this, it's no surprise that 44 percent of homebuyers found the home they ultimately bought on the Internet, making online advertising a vital part of any property marketing campaign. As I mentioned earlier, the MLS does a fantastic job of getting your home to show up on real estate websites like Zillow, Trulia, realtor.com, and similar sites. While this is a great strategy to reach people actively searching for a new home online, what about those who have not yet started the home-buying process, have recently left the market without having found their dream home, or know someone thinking about buying? This portion of the population won't be browsing real estate sites — they're online scrolling through social media. To effectively reach them and drive demand (and price!) for your home up, we need to go beyond these portals and show your home where potential buyers are spending most of their time online. My Active Marketing Plan includes running digital ads featuring your home on top news sites, social media platforms, and other high-profile pages. Using a combination of geotargeting and retargeting, these ads are designed to reach potential buyers while they browse for non-home-related information, driving exposure and repetition for your property.

A Dedicated Website for Your Home

Digital ads are only as effective as the landing page users are directed to. When someone clicks on your home's ad, they're expecting to see accurate information that's directly related to the ad they were just viewing. In other words, ads need to deliver on what they're promising. If you decide to sell your home and choose me as your agent, you'll get a dedicated property website created exclusively for your home. Whether interested buyers call my dedicated phone line, text in your home's unique code, or click on a digital ad, every piece included in my Active Marketing Plan will lead them to this page. And, unlike Zillow, Trulia, and other real estate websites, this page will feature only your home — no distractions, no competition, and no risk of losing your buyer to another listing.



*Your home's **dedicated website** will include:*

- Mobile responsive design so interested buyers can get information on your home whether they're using a desktop, tablet, or smartphone.
- Guaranteed 100 percent up-time, ensuring no leads are ever lost because the page is not loading.
- No third-party ads or competing listings — we want the focus to be on your home, not ads for other products or services or other homes for sale.
- Exclusive property details and photos so buyers can see exactly what your home offers.
- The most accurate and up-to-date price information, not just a value estimate. A too-low or too-high estimate on a home portal can seriously hurt negotiations.

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