

Marketing

GUIDE & OPTIONS

ONLINE MARKETING

- National syndication to every leading home search website: Zillow, Realtor.com, Trulia, Redfin and dozens more
- Featured property page with unique URL referenced on the MLS (Agent Remarks) and panoramicroyalty.com.
- Aggressive social media marketing targeting buyers looking in the area & price range of each listing.
- Notification to all agents in three MLS regions of "Coming Soon" or "New Listing". (Also applies to price changes.)
- Digital analytics (by request) that demonstrates how your property is performing on social media and digital marketing.
- Organic promotion on social media and paid marketing to enhance its reach.
- Google PPC (pay-per-click), website optimization and associated ads.
- Push notifications via newly-developed app.

OTHER TOOLS

- Pushed out through ShowingTime app (all agents in MLS).
- RESAAS Listing post.
- MLS Reverse Prospecting tool.
- Area agent home tours organized by association membership.
- Open Houses (w/ specific marketing & signage)
- Brokers' Open (for agents to tour the property upon invitation & according to specialization) - *Optional
- Marketing with partners (lenders, escrow/title providers, etc.).

PHOTOGRAPHY

- Professional photography for all listings.
- Video made of property and posted to individual website.
- 360-degree virtual tour for each property.
- Drone/aerial footage, as needed (usually to illustrate views, lot lines, etc.).
- Staging and/or video staging, as needed. - *Optional.

PRINT MEDIA

- Sign brochures (if requested) and MLS print-outs and/or flyers/brochures for interior of home.
- 6-panel, tri-fold glossy brochure with array of professional photos with descriptions.
- Agent-provided informational notebook featuring property/title information, disclosures, upgrades--whatever you'd like to include!
- "Just Listed" cards mailed to surrounding homes. - *Optional
- Feature in *Homes & Land* or *Haven* magazines. - *Dependent on negotiated marketing budget

SIGNAGE

- Signs will include a rider with a QR code to provide additional information about the property in real-time; link to property websites and provide immediate showing information.

Let's get your home
SOLD!