

# marketing

Marketing is the most critical tool to SELL YOUR Home. Marketing beyond the MLS is by far the most important factor it will SOAR your HOME VALUE higher than your competition and stimulating MULTIPLE OFFERS in FEW DAYS on the market. Check out my marketing examples at [www.SeeEveryHome4Sale.com](http://www.SeeEveryHome4Sale.com)

Here is my comprehensive marketing strategy:

- **staging & home preparation** Unique WHOLE HOME staging designed with the latest trends but blending with your style to give a cheeky mix. No additional cost and is included in the standard commission most agents charge.
- **photography & tours** My Professional Photographer is the BEST in the Industry and only works with a few of the Top Realtors in Denver. His eye and attention to detail is incredible. He provides High Definition photos and Tours with every picture processed after the shoot. Drone photos are shot when the property allows.
- **custom flyer email** The first few days is critical to get the stimulation in the market. I email your custom flyer hyperlinked to 9000 REALTORS every day for the first 3-4 days and then every 3 days until it is sold. This stimulates approx. 70% of your viewings for your virtual tour as seen on your weekly report. It is a direct impact on the higher number of showings scheduled on your home and the contracts received.
- **flyers** stunning high gloss flyers are located on the sign and in your home.
- **reverse prospecting** your custom flyer linked to your tour and is emailed immediately upon MLS activation to the Realtors who already have searches set up for their Buyers with criteria that matches your home. This helps propel your showings to another level.
- **target marketing** we have designed postcards that go out to your neighborhood to find the buyers that maybe renting and want to stay in the same area.
- **online marketing** your home will be featured on all the online sites available. Realtor.com, Zillow, Trulia, Homesincolorado, Recolorado, Coloproperties, Hotpads and more
- **multiple MLS** your home will be entered into Denver and Boulder MLS systems to get the most impact. I belong to both boards in order to do this.
- **open houses** as requested
- **instant feedback** you will receive feedback instantly from a custom designed form asking all the questions you really want to ask. It's a great way to make sure we are on track or do we need to revise our plan or fix something.