

# EDGE

A Customized Marketing Plan to Give Your Home the EDGE

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# PREPARATION YOU & YOUR HOME



We will help you present your home in the best way possible to the largest audience of potential buyers. Homes with a WOW factor appeal to buyers. Outlined below are ways to help your gain the EDGE over the competition

## Ways To Add the *WOW* Factor

### Improve Curb Appeal

- Keep sidewalks and driveway clear
- Welcome Sign Décor at Front Door
- Place Large Banner on Garage Door with “Catchy Phrase” or eye-catching signage

### Staging Inside

- Remove many personal items and pictures
- “Declutter” for a more open appearance
- An open appearance can show the idea of room use but leave room for buyers to visualize their belongings in the space
- Remove any items that may cause strong emotions in a potential buyer. Right or wrong, buyers need to feel comfortable and positive about your home.



# POSITIONING YOU & YOUR HOME



Your unique marketing plan defines the goals, audience and strategies we will use to best position your home in the current climate. The following outlines specific strategies we will use to position and evaluate the marketing of your home.

## Marketing Plan for 6647 Megan Court

### Campaign Goals

The primary objective of the marketing campaign is to find a buyer for your home. The criteria for meeting this objective include the following:

- Selling your home at or above market value of \$230,000
- Achieving the sale while capitalizing on 2021 market pace.

### Audience

The target audience for your home are prospective buyers actively searching for homes within your home's price range, area, lifestyle, or any combination of these variables. The primary target audience consists of families desiring a spacious yard in a quiet private neighborhood with room to home school or work from home. People who are looking to downsize their everyday lifestyle but still have space for family to visit are also a specific target market. People who enjoy the outdoors, want a safe place for their children to play, or who enjoy gardening fit the audience as well.



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### Positioning

The message's positioning is the main theme in the marketing for your home. It represents the distinct value your home offers in comparison to its competition on the market. Buyers are evaluating your home against the others, which is why we want your home to stand out from the competing houses.

Developing the positioning requires three steps: Assessing the home's condition and highlight features compared to other similar home for sale, connecting those features to the current trends in buyer preferences, crafting the narrative to connect to the distinctive value your home offers.

Example:

*Move-in ready home with spacious, private yard on a quiet cul-de-sac. This home has room for everyone to spread out, attend school or work from home, and still have space to entertain and enjoy the outdoors!*



# MARKETING STRATEGIES



At Nedeau Real Estate, we pride ourselves in promoting your property with a custom marketing plan. Here are the strategies we will use to market your home



## Calls to Action

Calls to Action are created for different levels of buyer interest to connect with the viewer based on where they are in their home buying journey. The following calls-to-action will be used throughout the marketing mix for your home's campaign:

- Schedule a Tour – Viewers can schedule a specific day and time to tour your home. This indicates a serious buyer. A variation of this call-to-action is “See This Home.”
- Ask A Question – Viewers can fill out a form, message, text, or call my phone number to find out more details about your home. This indicates a high-interest buyer. Typically, the next step for this viewer is to schedule a tour to see the home.
- Learn More – Viewers can click buttons or links to get more information about your home. This indicates a buyer with potential interest. Variations of this call-to-action include “See More Photos,” “Watch More,” “Read Neighborhood Highlights” and “Get Address & Details.”



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## Internet Distribution

Your home will be marketed to the following platforms and audiences:

- Multiple Listing Service (MLS)
- Popular Home Search Sites (Zillow, Trulia, Realtor.com, etc.)
- Facebook Ad Audiences (expressed real estate interest)
- Proprietary Email List
- Targeted Broker to Broker Email Blasts



## Assets

Our full-service marketing includes the creation of the following assets to use in our marketing campaign for your home:

- Professional Photography
- Full Property Tour Video
- Drone Arial Video Footage
- Highlight-Feature Social Videos
- Marketing Narratives Written for Landing Pages, MLS & Syndication
- Featured Property Landing Page (on our website)
- Facebook Ad Creative (Copy, Design & Video)
- Digital & Print Property Flyers

Let's discuss our plan!



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## Schedule

Description	Frequency / Timing
Sign Posted in Front Yard	Once at Start
Listing Posted in Multiple Listing Service (MLS)	Ongoing
Listing Syndicated to Popular Home Search Sites	Ongoing
Property Landing Page Published to Website	Once at Start
Photos & Videos Posted to Facebook Business Page	Weekly
Facebook Ad Campaign to Real Estate Interested	Ongoing
New Listing Email Announcement to Email List	Ongoing
Outdoor Informational Sign and Graphic	Once at Start
Open House Campaign & Event	Once at start and then as appropriate
Metrics Evaluation & Campaign Adjustments	Weekly
Agent Feedback Report from Buyer Tours	As Received



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## + Additional Considerations

Offer Incentives At Close (Below Are Some Suggestions)

- Home Warranty
- Cable / Dish Paid for “x” mos
- Lawn Service Paid for “x” months
- Snow Plowing Paid for “x” months
- Housecleaning Services for “x” months



## Metrics

We utilize performance-based marketing practices to monitor and improve results as our campaigns are implemented. In addition to lead capture on our website, Nedearealtor.com, the following measurements (metrics) will be tracked through FlexMLS, ShowingTime, Google Analytics, Zillow, and Realtor.com reports, during this campaign:

- # of views of listing ads
- # of landing page views
- # of inquiries about listing
- # of showings





# OUR TEAM



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