



Marketing Strategy

Our marketing plan is comprehensive and includes both the online marketing you would expect as well as broker activity, networking and voice-to-voice prospecting. Here is a brief overview:

- Professional photography to be used for all digital and print marketing.
- Professional measuring services.
- 360-degree virtual tour of your home.
- In-home walk-through video (personal quality for use on social media and e-mail marketing).
- Listing in the Multiple Listing Service (MLS).
- Online marketing available locally and nationally via major home search websites (Zillow, Trulia, Homes.com, Realtor.com, etc)
- Marketing via our team's website: www.fireflyrealty.com.
- Social media marketing on Facebook and Instagram.
- Firm exclusive option and internal marketing to ~500 agents affiliated with Keller Williams Professionals.
- E-mail marketing to all agents in Asheville and Hendersonville - 2,000+ agents.
- Yard signs and directionals.
- Direct contact with local brokers: E-mail and voice-to-voice calls to all local brokers with a focus on those in the top 20% of sales AND those whose reverse prospecting searches show that they are working with buyers for whom your property is a match.
- Neighborhood marketing: Door-knocking, circle-prospecting phone calls, just-listed postcards.
- Public open houses - includes full marketing plan for up to 10 days prior to the event.
- Broker open house - designed to draw attention to your listing and acquire useful feedback from top agents.
- Database and investor prospecting.
- Full-time dedicated staff including 6 full-time brokers, 1 full-time director of operations, 1 full-time listing & transaction manager and 1 full-time marketing director.
- Individualized feedback, consulting and pricing feedback weekly with your listing agent.

Please note, not all marketing is appropriate for every listing. We work with you to determine the best plan for your home.