

## *Marketing Plan*

### ***Campaign Goals***

The primary objective of the marketing campaign includes two main goals:

1. Selling your property for the best possible price considering current economic and market conditions.
2. Achieving the sale within your preferences for timing, with the least possible disruption.

### ***Positioning***

Correctly positioning your property to sell is crucial. It involves highlighting the distinct value proposition your property offers compared to the competition. Developing the positioning requires four steps:

1. Assessing and determining the property's main features to highlight compared to other competing properties, and pricing your property accordingly,
2. Assessing the property's condition and correcting obvious deferred maintenance which would negatively impact marketability and buyers' offering prices. Curb appeal and interior condition significantly impact buyer perceptions.
3. Crafting the narrative, pictures and video, mailers, and other marketing activities to highlight the distinctive benefits your property offers to buyers in the marketplace.
4. Distributing the message to the widest possible audience.

## ***Marketing Tools and Distribution***

*Your property will be marketing to audiences with the following tools and media:*

- Large, clear signage on the site for maximum visibility.
- Dedicated property/landing page with video tour and downloadable property information flyer, condition reports and other pertinent documents.
- Postcard mailers dedicated to your property sent out to a well-researched, updated and complete proprietary mailing list. *This is an especially powerful marketing tool.* Our mailing lists are updated quarterly.
- Follow up canvassing of area.
- QR codes on signage, mailers and other marketing pieces for instant online access to the property features page from any device including cell phones.
- Property listed in the Metro Multiple Listing System if applicable.
- Announcements made on Linked In with links to website landing page.
- Listing in CoStar, a national database of properties for sale, if warranted.

## ***Schedule***

<b>Description</b>	<b>Frequency / Timing</b>
Sign posted on site.	First week (ordered)
Pictures and video tour completed at property.	First week
Property web page, pictures, video tour and downloadable documents added to website.	First week
Property entered into the MLS as appropriate.	First Week
Property post cards sent to target audience.	First week (ordered)
Follow up canvassing of neighborhood.	Ongoing bi-weekly
Follow up email campaign.	Ongoing bi-weekly
List property in CoStar if applicable.	20 days
Review, evaluation and campaign adjustments.	Monthly

Call, text or email me, Jeff Smyth, and let's talk!

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