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Exclusive Targeted Marketing Campaign
that will get your home
SOLD!

Step 1 - Sign and complete Listing Agreement

- Listing agreement
- Pre-marketing agreement, complete with MLS waiver
- Complete ALL seller disclosures

Step 2: Pre-Marketing "Early Bird Home" (EBH)

(7-14 days prior to inputting on MLS)

- Install "Available/Coming Soon" sign
- Home prep/staging consultation
- Schedule time to shoot property photos
- Coming Soon flyer creation and distribution
- Facebook promotion of EBH to nearly 5,000 "friends"
- LinkedIn Network notified of EBH
- Twitter followers notified of EBH
- Automotive network of 1,000 Automall employees notified of EBH
- Local or immediate area clubs (golf, tennis, social, etc.) notified of EBH
- Realtor's sphere of influence / data base notified of EBH.
- Promotional HD slide show/video created
- Youtube.com promotion
- Craigslist promotion
- Property inputted on Realty World website as Coming Soon!
- Door knock and/or mailings to neighbors promoting 1st weekend **MEGA OPEN HOUSE** Promo Event
- Facebook targeted paid advertising of **MEGA OPEN HOUSE** Promo Event

First Week

- Install "For Sale / Available NOW" yard sign.
- Enter listing "live" into the MLS system (best day is Wednesday, offers presented on Tuesday).
- 1st weekend **MEGA OPEN HOUSE** Promo Event (two parts)
 - Non-public open house / meet and greet morning of
 - Public open house in afternoon
- No offers presented to Seller until 1st Tuesday after 1st weekend **MEGA OPEN HOUSE** Promo Event.
- Install lock box.
- Promote to Bay Area Realtor contact list as "available now" for buyers moving up from Bay Area
- Prepare a property tour, single site website and property flyers/brochures.
- Review showing procedure and tips.
- Syndicate listing to real estate websites through our proprietary NLDS (1,000+ websites!!)
- Launch internet campaign to 8,000+ RE agents in the surrounding area
- Social Media promotions (Facebook, LinkedIn, Twitter, Pinterest, etc.) of listing being available now / LIVE on the market and available

Second Week

- Invite brokers and agents to tour home. (Broker Open House)
- Begin agent to agent marketing efforts through direct mail campaigns
- Coordination of "sale ready" seller paid initiative. This maximizes property marketability and speeds the closing process (to include: pre-appraisal, pre-marketing home inspections and termite inspections)
- Provide progress and showing reports
- Review and update status with client
- Review internet stats and adjust SEO accordingly.
- **Price adjustment** (if needed to stay ahead of market rather than chasing market down)

Third Week

- Continued marketing activity from prior weeks.
- Review activity, agent and buyer feedback, and market trends
- Run ads in various publications.
- Price adjustment mailing to top agents in the Bay area
- Provide progress and showing reports
- Review and update status with client
- Review internet stats and adjust SEO accordingly
- Promote price adjustment through previous marketing channels above

Ongoing activities

- show property to potential buyers and follow-up on Internet leads/phone leads.
- Provide progress and showing reports
- Continued Social Media marketing / Promotion
- Monitor market conditions and marketing materials and supply as needed
- Monitor comparable properties for sale.
- Monitor foreclosures and short sales in market.
- Review internet stats and adjust SEO accordingly
- Review price based on activity, agent input & market conditions

ASAP

- **OBTAIN AN ACCEPTABLE OFFER ON YOUR PROPERTY!**