

# Residential Marketing Plan



Selling a home in today's competitive market requires choosing the best real estate broker to represent your property. The Billero Team offers knowledge, creativity, experience, enthusiasm, and ability to advertise and promote your property throughout the marketing process. Our Residential Marketing Plan assures your property maximum exposure with professional brochures, consistent advertising, direct mailings, property tours, Brokers Open, Showings, Open Houses and one of the most widely-visited real estate websites in South Florida. Here are a few steps that Billero Agents will do upon listing your property.

## Step 1: Prepare Your Property For Sale

- Understand your real estate goals.
- Prepare comparative market analysis (CMA) to establish a market value for your property.
- Identify profitable home improvement opportunities.

## Step 2: High-Impact Marketing Materials

- Arrange a professional photography of your home and Virtual Tour, Slide Show of your property on our high profile website and MLS that is visited by all fellow REALTORS® throughout the State of Florida.
- Prepare a Full-color Print e-brochure and PDF brochure of your home.
- Send mass e-mails to National and International brokers announcing the listing of your home.
- Send Direct Mailings to residents in the surrounding community as well as top National and International Mailing Lists and Brokers.
- Networking with other Brokers and Associates.

## Step 3: State of The Art Technology

- Immediately place your home with professional digital images on Multiple Listing Systems (MLS) that is available to all REALTORS®.
- Immediately list on National sites like Realtor.com, and the MLS.

## Step 4: Consistent Media Advertising

- Market your property in the newspaper.
- Consumer and industry magazines and journals.

## Step 5: Showings and Open Houses

- Help you prepare your home for showings.
- Billero Agents are always available to show qualified buyers and agents.
- Schedule your home for Open Houses and Brokers Open Houses.

### **Step 6: Follow-up Quickly and Consistently**

- Immediately respond to all leads
- Encourage serious buyers to make serious offers.
- Facilitate the closing process to ensure a successful, competitively priced, stress-free sale.
- In-House Closing Coordinator to assist listing agent from contract to closing.