



BOLD EDGE MARKETING



Most companies practice a “List It - Leave It” type of marketing plan. They list your property on the MLS, put a sign in your yard and pray that someone calls. At BOLD we believe in creating a marketing plan that works best for each individual property. This gives each property its own edge in the marketplace. With each listing, we take the following steps:

1

ANALYZE YOUR PROPERTY'S DETAILS: We want you to get as much money for your property as possible. With in-house counsel, we will explore the potential development opportunities that your property may have. For example, we had a client who inherited a property that was valued at \$240,000.00. We showed her that she could cut off the back part of the yard and create a separate buildable lot. She was able to sell that lot for \$125,000.00, making her total sell out at \$365,000.00! Another client turned a 4-family home worth \$475,000.00, into condominiums and sold the four units at \$290,000.00 each for a total of \$1,160,000.00. Although many properties are limited to what they are, we will spend the time to see if we can find you any money-making opportunities.

2

IDENTIFY YOUR TARGET MARKET: Each property has its own set of potential buyers that are obvious to any agent. For example, a house that is valued at less than \$300,000.00 is perfect for first-time home buyers. However, we also know that those homes are perfect for people who are down-sizing or looking for a second home. We don't limit your property's exposure to the obvious buyers. We expand the reach and exposure to all possible buyers. Your buyer is out there and we WILL find him/her!

3

MARKETING PREP: When we walk through your home, we will give you some tips on maximizing the value of your home. Sometimes it is as simple as removing all the family photos from your walls and the knick-knacks from the mantel. We know those items are important to you, but we also know that making the most money you can is also important to you. We will need to “HGTV” your living spaces. It is a proven fact that spaces with minimal ‘stuff’ in them, that are also light, bright and clean receive the highest offers. It doesn’t mean that you need to re-paint the rooms. However we will give you proven tips, and even help you get them done if you want. Ask your agent about our BOLD bins and tarps to get you started!

4

STAGING: We will help you with as much, or as little, staging as your property may need. Staging isn't necessarily us bringing in our own furniture. Sometimes it is just changing the direction of your couch or swapping out a smaller table. We want to maximize the flow of the space and create a feeling that will make your buyer want to live there. That's the goal isn't it?

5

PHOTOGRAPHS AND VIDEOS: Every listing gets professional quality photographs and a 3D video for its listing. We will highlight what makes your property special. Is it the wood floors? The walk-in pantry? Double-ovens? Antique trim? We will find it and we will highlight it!

6

OPEN HOUSES: We will immediately schedule multiple open houses for your property. Photographs and videos are great to get potential buyers interested in your property. However, the seriously interested buyers still want to come in your home to get a feel for the space and to see if they can picture themselves living there. A lot of times, your potential buyer lives in the area or knows someone interested in the area. So we will also invite all the neighboring properties to tour your home. And to be clear, we will not just hold one Open House and pray to find your buyer, we will hold Open House events regularly until we find that buyer.

7

SOCIAL MEDIA: We will create announcements and highlights for your listing on our Facebook page, our Instagram page and on our YouTube channel. We LOVE social media! We love to use graphics and special video formats to make sure your listing and open houses get noticed.

8

ONLINE MARKETING TOOLS: Once listed you will find your property popping up on some or all the major sites, depending on your goals, such as:

Boston.com

BankerandTradesman.com

Zillow.com

Realtor.com

Zillow.com

Distinctivehomesmag.com

GoLocal

Homefinder.com

Homes.com

HomeSnap

RealEstateBook.com

SouthBostonToday.com

SouthCoastToday.com

Telegram.com

Trulia.com

Hotpads.com

LeadingRE.com

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WEBSITE PAGE: We will create a page on our website, boldrealestate.com/3MainSt, so we can send people directly to your listing. This will also allow you to share the page to your social media or email contacts to get more exposure for your property.

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REVERSE PROSPECTING: We don't just list your home and hope someone sees the advertisement. We recognize that there will always be people who are not actively looking for a new home, but may discover that they NEED to buy YOUR home. We use our extensive database of clients to blast out your listing. Then at our Monday morning meetings we discuss the current listings and see if any other agent might have a possible buyer. We also call other colleagues in the area that we know may have possible buyers for you. Again...we don't "List It-Leave it". We do the work to find your buyer!

Give your home the **EDGE**
with **BOLD** Edge Marketing



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