

Jan and Dan's Proven 30-Point Marketing Plan

1. Team of aggressive Realtors® working for you – more time devoted to selling your home
2. Professional Photography and video to showcase your home; makes it stand out
3. Superior Professional Signs - lighted on street side
4. Open-House(s): Opportunity to promote your home to hundreds of local new buyer prospects
5. Electronic Lock-box technology allows easy showings and greater security
6. Information Box is always full with quality literature
7. Pre-Stage home prior to showings for best first impression
8. Personalized website for your home with marketing traffic directed to its site
9. Flyers & Postcard mailings – heavyweight, professionally designed printed material
10. Your home listed on local MLS – regional exposure
11. Your home listed on Zillow, Realtor.com, Trulia and YouTube, among others
12. Your home listed on ListHub – world-wide exposure
13. Your home featured on hundreds of home websites
14. Home marketed on Craigslist & military sites
15. Virtual Video Walking Tour of your home on YouTube
16. Expansive social media campaigns on Pinterest, Twitter, Google+ and Instagram
17. Dedicated Facebook marketing for your home listing
18. Feedback -from other agents who show your home as to what the buyers liked/didn't like
19. Targeted marketing to real estate investors
20. Exposure to mortgage lenders and attorneys
21. Detailed **C**omparative **M**arket **A**nalysis for accurate market pricing
22. Weekly communication/updates with you
23. Mass e-mail campaigns
24. Your home is featured on Coastal Beach Homes LLC marketing materials
25. Broker Open-House (to promote to other agents in region) within first week of listing
26. Faster transaction process – electronic submission of contracts and offers
27. Security camera during Open House to track visitors (if WiFi is available)
28. Active "Neighborhood Watch" Alert for your home during listing period
29. Co-marketing with featured lenders
30. Your home's listing is added to our mobile app for easy viewing by area house-hunters

Why Hire Jan and Dan to Sell Your Home?

We unleash an arsenal of modern marketing tools including expert photography, hi-def video, professionally-written text, customized signs, **c**omparative **m**arket **a**nalysis, a dedicated home web page, active social media presence, electronic lock-box, personalized mobile app and more to expose your home to the largest possible audience of active home buyers.

Planting a sign in your yard and putting up a listing on the local MLS is the bare minimum required to get your home sold, yet that is where most competitive efforts end. Our aggressive marketing strategy, coupled with methodical effort, especially in the first four weeks of listing your home, is crucial to your success, as that is when the market is paying the most attention to your home. This is when it is especially critical to have proven expertise working for you. Don't settle for anything less.



United
Real Estate
Myrtle Beach

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