



LISTING SERVICES GUIDE

www.RobBrooksRealty.com / Visit the Rob Brooks Realty Facebook page

WHY CHOOSE ROB BROOKS REALTY?

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EXPERIENCE - Our team is proud to have over 65 years of experience in the real estate industry.

RELATIONSHIPS - We have built relationships over the years with local title companies, lenders and agents that help make selling your home even easier. We have worked hard in perfecting our processes to bring our clients the most comprehensive listing services.

VALUES - Our purpose is to bring glory to God and happiness to others through extraordinary real estate service. Everything we do must meet the test of our 4 core values: *HONESTY, DILIGENCE, CHARITY, & JOY.*



CUSTOMIZED MARKETING STRATEGY

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Our comprehensive and personalized presentation demonstrates how Rob Brooks Realty promotes your property through various marketing outlets to generate the best buyers for your home.

HOW WE SELL YOUR HOME

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PHOTOGRAPHY - We take professionally styled photos of your home that are shown in the MLS listing, RobBrooksRealty.com and other real estate websites.

VIDEO/3D TOUR - We produce a walk-through video of your home, along with a 3D Tour that includes a 3D layout of the property and panoramic views of each room.

WEBSITES - We advertise your property on RobBrooksRealty.com and hundreds of other real estate websites including Realtor.com, Zillow.com, & Trulia.com. Your property also receives its own URL.

MAIL-OUTS - We create around 150 Just Listed postcards that include pictures of your home and your property's URL address. The postcards are sent to surrounding properties and neighborhoods to let them know the property is for sale. This strategy allows your neighbors and others close by to have the facts handy when they tell their friends or coworkers about the house for sale close by. Neighbors are a great source for promoting available, nearby houses to people they like.



SIGNAGE - Our real estate signage is different from everyone else's. We use a "For Sale" sign that is not only eye-catching, but classy as well incorporating a piece of black, metal fencing with our custom sign placed on the front. The fencing is durable and a classic look for your home.

Rob Brooks Realty added 5 new photos — in Navarre, Florida.
June 2 · 📍

NEW LISTING This 3 bedroom/2 bath home in Holly By The Sea Navarre, Florida is a stunner! It is updated to the top of its subdivision and extremely clean! #RobBrooksRealty

For more information or showings, contact Rob Brooks at 850.776.6706.
View : www.2706shoreviewcourtnavarreflorida.com



SOCIAL MEDIA - We boost exposure to your property through our Facebook page by creating a "sneak peek" of your home, along with property updates as they are needed.

MARKET UPDATES - We will contact you with updates on the number of people who have viewed your property, market conditions, and feedback from showings to see if any changes are necessary to the property.

MLS (MULTIPLE LISTING SERVICE) - We enter your property into the MLS, which allows multiple agents to access and view property details for maximum exposure. We have agreements with every Realtor company in the area to pay from our funds those who bring in an acceptable buyer who goes to closing. We constantly stay on top of MLS listings and update the information as changes occur.

LOCAL REALTOR TOURS - Our listings can participate in local realtor tours that are conducted either in-person or virtually.

REVERSE PROSPECTING - We utilize a reverse prospecting tool on the MLS that allows us to proactively locate potential buyers for our listings. The tool also allows us to anticipate changes in potential buyers when price adjustments or other changes are made to the listing.