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Our approach to marketing...

The house itself provides the most compelling marketing. Our goal is to reach (and persuade) the buyers who are most likely to find your home irresistible.

We start with strategic house prep and staging. Then we craft a targeted narrative that highlights your home's best features and liveability, supported by the very best professional photography.

From those core elements we create beautiful, engaging print and digital marketing pieces for broad reach and niche audiences.

www.DesireeLoughlin.com

Beautiful, compelling marketing

Twelve elements that elevate our listings

While the home ultimately sells itself, stellar marketing materials hook hungry buyers and set the tone for the transaction. We deploy an optimal mix of these core elements.

1. Unrivaled photography

After preparation and staging, when your home is looking its best, we shoot high-quality custom photos with all the digital finishes—tone, color saturation, contrast, brightness, even “blue skies.” We hire the best photographers to make your home look airy, spacious, and warm.



DESIREE + Kelly

Windermere
REAL ESTATE

WRE WALL ST./INC.
WEST SEATTLE

Marketing Portfolio

Desiree Loughlin & Kelly Malloy
Windermere, West Seattle



2. Custom flyer

Our flyers maximize the visual--more photos, limited text. When people grab a flyer or spot one on a sign, our flyers create a memorable, distinctive impression so your home stands apart from stock, run-of-the-mill templates.

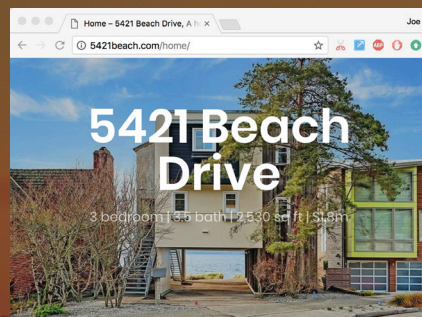
3. Street sign

Windermere sign with website address and large permaflyer.



4. Custom website

Our websites, specially tuned for mobile users, help buyers access extra information about your home and obsess over it--more photos, seller story, etc. Our sites also make seller-driven social media simple and elegant.



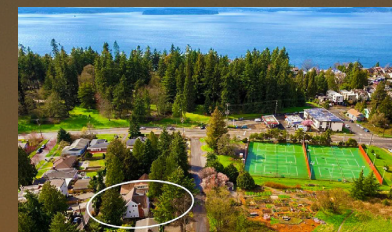
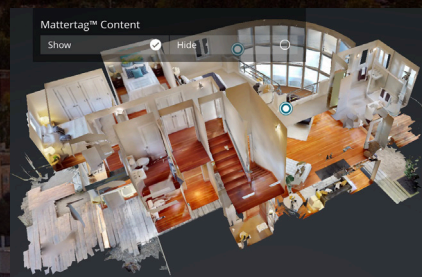
5. Custom Just Listed postcard

Neighbors are some of the best advocates for your home. They like the neighborhood and tend to speak passionately about it to their friends and across their networks. We want to keep them in the know.



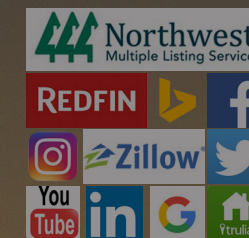
6. 3D Virtual Tour

For some properties, we employ 3D virtual tour technology that stitches individual photos together for an "online walk through." It can give a good sense of floorplan, but sometimes can make the home feel smaller than it lives.



7. Database listings

We publish your listing and use Windermere corporate partners to push it to influential websites for high-quality, maximum exposure.



8. Drone photography

Aerial photos offer unique perspective for buyers, but are best used sparingly. Sometimes they end up highlighting all the junk in your neighbor's yard.

9. Open Houses

Getting people in your home, with an experienced agent providing the "talk track," is exceptionally effective marketing. We bring extra signs and additional materials.

10. Video

Video is powerful. Online algorithms love it, but (like drones and 3d tours) video can sometimes emphasize the wrong things. We use it more and more, but still sparingly.

11. Market reports

We stock our listings with up-to-date market reports to educate buyers (and agents) and set the stage for evidence-based negotiation.

12. Windermere Premiere marketing tools

For certain listings we deploy high-end Windermere Premiere resources, including signage, targeted advertising (luxury publications, Chinese buyers, etc.), and more.

This market is so crazy. If you're going to jump in, you need an agent who understands how to be creative, competitive, and work quickly, and that's Des.

Desiree & Kelly are a pleasure to work with, which made the stressful parts a lot more enjoyable. I can't say enough about the value they offered.

--Courtney Flora

We've worked with other agents, but none are even close to Desiree and Kelly. They have people for everything. They show up when you call. They schedule, manage, and meet contractors. They might as well be interior designers--the staging is impeccable. I could go on...website, photography, strategy, communication. There's nothing they're not good at. I gush because this service is so rare.

--Britt-Marie & Bill DeForeest