

Marketing Plan for New Listings

Summary

The house itself provides the most compelling marketing, in our view. We start with house preparation and staging. Then we tell the story of your home with great words (The best words, really. We use the best words;) and photos (We actually do use the best photos.). From those core elements we create beautiful, compelling marketing pieces to push out across the city and the web. The goal of our targeted storytelling is to get “the right buyers” (those who will appreciate your home’s highest value) into your home.

Step 1. Tell your home’s best story

We work with many buyers and sellers. We tour every remotely comparable property in your home’s price range and geographic area. Through our years of experience we have developed a deep knowledge for how to tell the most compelling story to reap the best return.

Step 2. Preparation

This is one of the key marketing steps! It is the phase when you choose where to invest your energies. We know which improvements and maintenance get the biggest bang for the buck. The labor (paint, floors, kitchens, cleaning, landscape, etc.) and staging help tell the story to make buyers salivate. Warning! Good choices here are key to the money you will walk away with. Some jobs are worth it; some are not!



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Step 3. Craft the Narrative

Who is going to be the best fit for your house? Who will pay the most? What are they looking for? We write text to highlight your features. This story is repurposed across our outreach network: NWMLS, web, social media, etc. While it's not for everyone, we encourage our clients to help with this storytelling through a "seller letter."

Step 4. Killer photography.

When your home is looking awesome, we shoot high quality custom photos with all the digital touches—tone, color saturation, contrast, brightness, even "blue skies." We use drone photography and 3d tours in special circumstances, however these tools sometimes end up being a little gimmicky—as they may reveal abandoned washing machines in the yard next door or make the floorplan seem smaller than it actually lives.

We hire the very best photographers to make your home look as airy, spacious, and warm as possible. They do incredible work. Photos are the most important breadcrumb for drawing buyers into the home... and then the home sells itself.

Step 5. Beautiful marketing pieces.

Using the narrative and photos we construct a number of marketing pieces to get the word out for your home. We try to balance wide reach with careful targeting—to expose your home to as many of the "right buyers" as possible. These include:

- Custom flyer.
- Custom house website (not an agent advertisement; we advertise the house).
- Street sign with website address and large, high-resolution perma-flyer.
- Custom "Just Listed" postcards to be mailed to neighbors.

Step 6. Getting the word out.

Once the house is looking awesome and the materials are in place to communicate its awesomeness, we spread the word.

- **Open houses.** We host a minimum of two open houses (In this market that's usually enough.), but sometimes more.
- **Database listings.** The NWMLS and Windermere.com are the most important source, which then propagate to other influential sites (Zillow, Trulia, Yahoo, Google, etc.).
- **Social Networks.** We push the listing across our social network (Website, Facebook, Newsletter, Twitter, Windermere West Seattle social networks). We try to personalize this messaging for various audiences, so it doesn't feel like gross corporate spam. For example, through good storytelling we can post to groups like "West Seattle Moms"—so that the marketing serves community needs not simply private business interests.



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