



Home Marketing Plan

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Our listing specialists will work with you to create a customized plan that will professionally present your home to potential buyers. Here are some of the tactics we plan to use to market your home.

Preparation

- Our professional photographer will shoot your property extensively
- Our professional photographer will design a professional virtual tour
- Our professional photographer will shoot a 3D Matterport Scan that allows buyers to “walk through” your home online
- Our professional photographer will design a professional video tour
- Our floor plan consultant will measure your home to create a floorplan
- Our marketing specialist will create a custom designed website, showcasing your home
- Our marketing specialist will create a custom neighborhood amenity map

Pre-MLS - Coming Soon Marketing

- Custom designed for sale yard sign with interior photos of the property
- Coming soon e-mail blast to thousands of active Realtors around the country
- Coming soon e-mail blast to our proprietary database of potential buyers & Realtors
- Coming soon blog post on AustinRealEstateHomesBlog.com
- Coming soon post on Austin Realtor/Broker Forum reaching over 3,000 active, local agents
- Professionally designed property flyer
- Our marketing specialist will post your property listing to Trulia and Zillow
- Our marketing specialist will post the video tour of your home on YouTube
- Craigslist coming soon ad
- Sponsored Facebook ad

MLS

- We'll input a complete MLS listing with all applicable fields accurately filled out
- Our marketing specialist will upload the best 40 professional photos (maximum allowed) to MLS
- Our marketing specialist will craft verbiage that highlights the best features of your home
- Our marketing specialist will syndicate your home listing to Realtor websites, brokerage websites, Realtor.com, Redfin, AustinHomeSearch.com - literally thousands of websites