



760-898-1724

Marketing Plan for 41097 Maxwell

1. Professional **photo shoot** within four days of listing.
2. Professional **video shoot** within five days of listing
3. Calendar **Open Houses** throughout duration of listing until sold.
4. Create and distribute “Just Listed” **postcard campaign** to the immediate neighborhood as well as **voice mail broadcasts** and **text messaging broadcasts**
5. Distribute an additional “Just Listed” postcard campaign to John Sloan Real Estate Group database.
6. **Prospecting calls** within Southern California area which include Los Angeles, Orange County, San Diego. We will also outreach to San Francisco and New York City contacts.
7. Prospecting calls to local Palm Desert area real estate agents who have listed and sold homes in the within the area.
8. **Video prospecting** to real estate agents with link to MLS listing who have listed and sold homes in the area
9. Promote **YOUR HOME** on my real estate radio show “**Palm Springs Real Estate Buzz Radio Show.**” Coachella Valley’s **local radio and podcast** every week until the home is sold on KGX 920 AM and 99.1FM. John Sloan is the host.
10. Facebook and Instagram advertising to prospects looking for properties between **In the price range of the value of your home**
11. **Social media advertising** to prospects with a gross income that will afford your home. We will target high net worth individuals in affluent residential areas such as Calabasas, Beverly Hills, Brentwood, Santa Monica, Newport Beach, Laguna Beach, San Francisco, Studio City, Pasadena, San Jose, Manhattan (NYC), British Columbia, State of Washington, Oregon, Illinois, Minnesota
12. Listing will be sent out to over **350 real estate related websites.**
13. Flyers, door hangers, text rider, business card marketing
14. **Assign an agent on the team to Open and stage the house prior to each showing.**
15. **Broker Open House** extravaganza within one week of putting property on the market
16. Listing Agent will **purchase and pay for** a basic Seller Home Warranty
17. Purchase the www.41097maxwell.com for a single site website
18. We post on your social media...Facebook...google....instagram....linked in... twitter...other
19. Utilize Keller Williams Luxury Homes Website and Proxio the international website
20. Direct Marketing to other Luxury Agents in the greater LA area including Washington & Oregon

KELLER WILLIAMS REALTY JOHN SLOAN REAL ESTATE GROUP

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