



LUXURY HOME

# MARKETING STRATEGY





## PHASE 1 —

# THE “RAMP UP”

## 1. COMPILING

Compile all pertinent information and data on subject property including:

- Brand and model of appliances and fixtures
- Samples of finishes, lighting, flooring, paint colors.
- Information on building systems (HVAC, plumbing, electrical).
- Sustainable building features and components ie. tankless heating/hot water, solar panels, high efficiency appliances and fixtures, building envelope performance etc.
- Floor plans including dimensions and total square footage calculations.
- Other building features such as outdoor space, deeded storage units, bike storage, parking, and common amenities.
- Condominium documents including Master Deed, Master Insurance Policy, Special Assessments, Condo Fee's etc.

## 2. ANALYZE

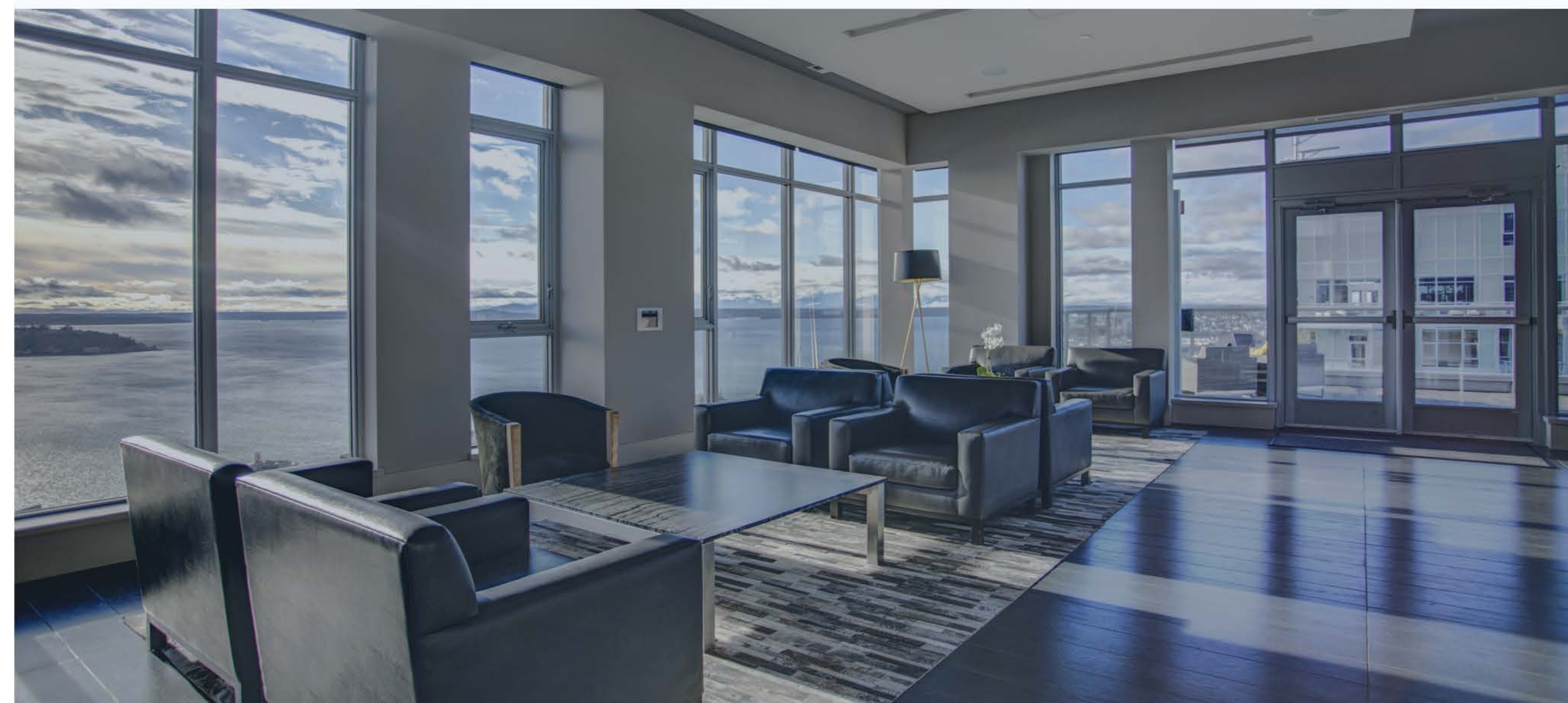
Analyze comparable listings sold in the last 6-12 months, units UA and on market competition. Develop a pricing model taking this data into consideration in addition to market trends.

## 3. REVIEW

Review and complete all mandatory disclosures and forms.

## 4. SALE PROCESS

Determine protocol on sale process. Group showing schedules, open houses, private tours, call for offers, offer deadlines, multiple bid scenarios, highest and best etc.



PHASE 2 —

# THE “ACTIVE” PHASE

## 1. MARKETING COLLATERAL

Order and create all Marketing Collateral to include:

- Professional high definition photography
- Floor plans
- Aerial drone footage
- Virtual & 3D tours
- Acquire domain; create project specific landing page
- Creation of a **Marketing Book**

A **Marketing Book** will be readily available at group showings for prospective buyers and their agents to have immediate access to information on the property and will contain the following:

- Property Data Sheet
- Special Features Set
- Financing Options
- Building System Specs
- Floor Plans
- Neighborhood Points of Interest



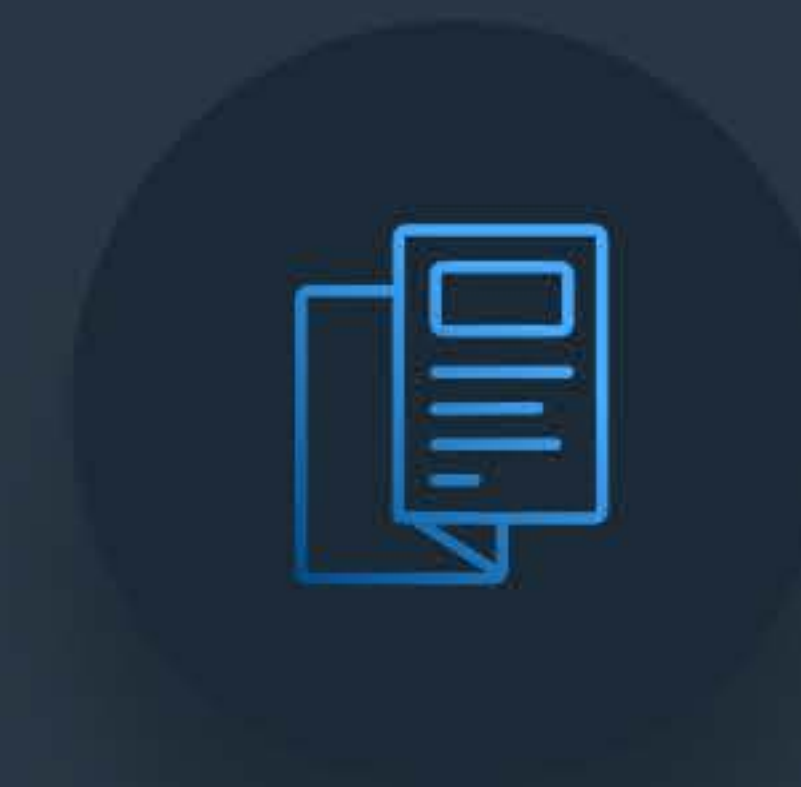
Photography,  
Video & Drone  
Footage



3D Video &  
Interactive  
Virtual Tours



Detailed Floor  
Plans, Layouts  
& Blueprints



Marketing Book,  
Web Domain &  
Landing Page

## 2. ENTER

Enter Property information into Multiple Listing System (MLS). This includes syndication to over 200+ real estate specific platforms both Domestic and International.

## 3. SEND

Send “Just Listed” postcards to brokers and prospective buyers. Distribute information to target local companies, institutions, and neighborhood residents.



## 4. CREATE & DISTRIBUTE

Create and distribute a targeted, direct email blast.

**MARKET TO** Companies that are hiring in Boston market such as Life Science companies (such as BioGen, Novartis, Genzyme, Alexandria, etc.) Technology companies (such as Google, Microsoft, HubSpot, CarGurus, Wayfair). Healthcare employers (MGH, Dana Farber, Spaulding). Other prominent employers such as Reebok, New Balance, GE, PWC, KPMG, etc. Financial companies (Bain Capital, Boston Capital, SunLife Financial, Boston Consulting Group). Area Universities (such as Harvard, MIT, BU, Boston College. Posting property information on internal faculty and student bulletin boards.)

**REACH** out to our proprietary database including current owners, past clients, buyers, investors, and contacts in our personal sphere of influence.

**CONTACT** area brokerages and agents informing them of the upcoming listing.

**FEEDBACK** will be provided via weekly emails updates or conference calls.



# 5. ADVERTISE

Create and submit advertising copy for digital marketing sites and local print advertising.



## 6. CAPTURE & ORGANIZE INQUIRIES

Capture, Follow Up and Organize all leads for weekly activity report. Activity report including all inquiries, marketing efforts will be emailed weekly.

## 7. REVERSE PROSPECTING

An opportunity to leverage MLS and reach brokers, investors, and agents who have previously showed interest in like-kind properties. Will send stats in daily update email.

## 8. EXCLUSIVE LEAD CAPTURE PROGRAM

All inquiries are routed directly to an agent's cell phone at the time of the initial inquiry. The immediate response time leads to more lead conversion, more offers, and ultimately the highest price.

## 9. SET OPEN HOUSE SCHEDULES

A typical schedule might look like Broker open house Tuesday afternoon, weekend open houses Saturdays and Sundays and private showings as they are requested.

## 12. PROVIDE ADVICE & EXPERTISE

Ongoing strategic price evaluation and recommendation.



PHASE 3 —

# THE OFFER PHASE

## 1. REVIEW ALL OFFERS SUBMITTED

Review all offers, discuss terms contingencies and their implications.

## 2. OBTAIN PERTINENT BUYER INFORMATION

- Pre-qualification letter
- Information on lender and terms.
- Proof of funds and supporting financial documents

## 4. COUNSEL & DISCUSS

Council and discuss all terms and conditions.  
Answer any questions pertaining to terms, conditions, contingency's, deposits and timelines.  
Ongoing strategic advice.



## 5. NEGOTIATION

Discuss tactics and strategy for counter offers in multiple bid situations. Dictate the process to our counterparts. Create urgency and capitalize on highest and best offers.

## 7. FINALIZE CONTRACT

Once all terms are acceptable, circulate the document for electronic signature to all parties under contract.

PHASE 4 —

# UNDER CONTRACT

## 1. ADVISE

Advise our clients of the step by step process to complete the transaction from contract to close.

## 2. FOLLOW TIME FRAMES

Adhere to all time sensitive conditions of the contract, including:

- Collect escrow deposit
- Connect closing attorneys
- Mortgage contingencies
- Inspection contingencies
- Review/due diligence periods
- Schedule and attend appraisals
- Schedule smoke and CO2 inspections
- Order municipal bills and certificates

## 3. CONTRACT UPDATES

Get weekly updates from Buyer's agent, attorney, or other consultants.



# CLOSING

## 1. ANSWER QUESTIONS

Answer any questions or concerns leading up to closing. Assist in obtaining any required documentation.

## 2. REVIEW SETTLEMENT STATEMENT

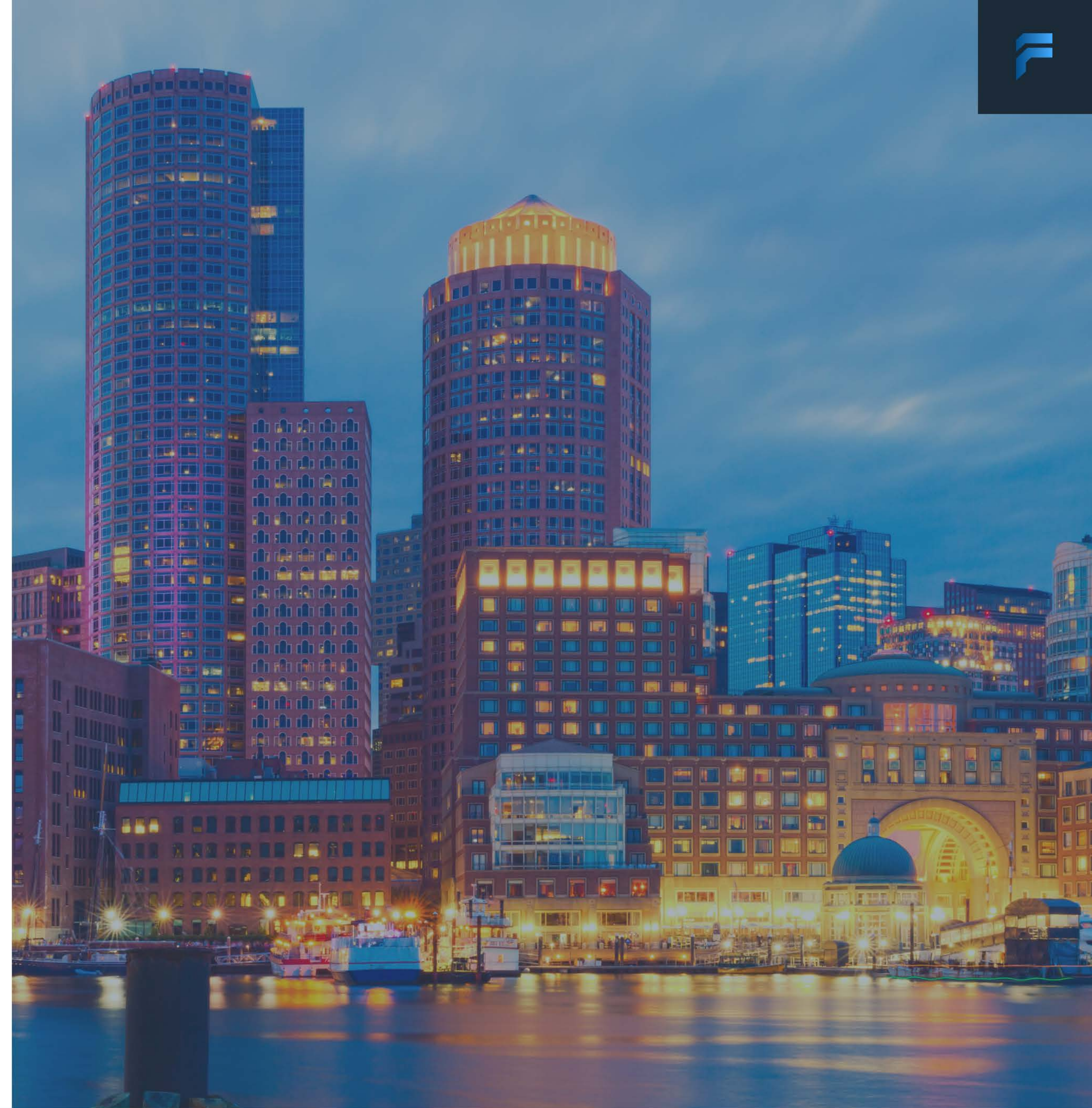
Review settlement statement, adjustments and final net proceed figures. Advise on any requested changes.

## 3. DELIVER THE KEYS

Deliver all keys, fobs, etc. in our possession to Buyer.

## 4. COORDINATE CLOSING

Coordinate closing time, date, and location. Disperse funds to appropriate parties.





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