



# Your Company Slogan

Your Competitive Advantage in Today's Real Estate Market

Agent Name

123 Any Street

City, State Zip Code

(231) 947-8687

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# My 360 Marketing Approach

If the real estate professional you choose when selling your property is not making use of current technology and every powerful marketing tool that comes along with it, you will not be well represented in today's market. With my "360 degree" approach to property marketing, I utilize the most professional resources and cutting edge tools so my marketing efforts come back around in the form of a sale. When it comes to listing and selling each property, I truly understand the importance of showcasing its unique features, promote it to the largest audience possible and bring qualified buyers to the table. My approach and marketing tools described in this InfoPack show why I have the marketing savvy, experience, resources and network to get the job done the right way on your first pass.



# My 360 Marketing Approach

The National Association of Realtors® surveys home buyers and sellers annually to gather detailed information about the home buying and selling process. According to the 2007 profile, nearly one-third of recent buyers reported that their first step in the home buying process was looking online for properties for sale. In fact, home buyers who used the internet as a significant portion of their home-buying experience spent an average of two weeks with a Realtor® looking at homes, compared to those who did not use the internet, who spent an average of seven weeks. The importance of making YOUR listing stand out online is now more important than ever.



## Technology

*at work for you.*

My 360 degree marketing approach does just that! Differentiating your property from the competition starts by us scheduling your professional photography shoot. During your photo shoot my photographers will capture your property in its best light and highlight your properties unique features. Images are then used to create professional online and offline presentations that we will use during the marketing process. When ready for market I syndicate your listing to nearly 100 real estate portal websites so your property will not only stand out from the crowd, but reach prospects before your competition does.

There's no secret behind my 360 marketing program. When it comes to listing, promoting and closing I give buyers and sellers what they want online and off. Today, images are EVERYTHNIG!

{Provide personal slogan}

*{About yourself and your experience*

**{About networking and specialty sales information}**

### Sales Volume

- \$XXX since xxxx

{Summary of type of awards and any honors received}

- {enter award info}
- {enter award info}
- {enter award info}

# Listing Syndication

Receive Maximum Exposure by having a web presence on **94** of the nation's largest real estate portal sites!



When you put your home in front of more people not only will your property receives maximum exposure but it is also likely to sell quicker and at a higher dollar value. The importance of exposing your property to the masses is obvious and by collaborating with many diverse listing portals local and national you can rest assured I will be showing your home several times a week virtually without disturbing you whatsoever.

Home shoppers today want information faster than ever before. I use my technology and staff to deliver just that.

54% of home buyers who are searching for their next home on realtor.com will not even look at a home unless there is a featured tour. With the use of my professional photography, interactive 360 virtual tours, single property websites and panoramic sign riders I am able to provide the richest source of information about your property both online and off giving the kind of information and resources that inspire buyers to pick up the phone and contact me.



# The Online Interactive 360 Tour

The Unreliable Eye: Your house as seen by:



**Your Lender**



**Your Appraiser**



**Yourself**



**Your Tax Assessor**



## Reality

With my unique marketing approach, skilled team and professionally hired services, you can be assured that your property is represented for what it *really* is both online and off. Your online interactive home tour is delivered in an impressively fast and high quality format allowing anyone to view your home at any time. Those viewing your tour will also have access to many other features such as maps, local school and city information, music, scene by scene text descriptors, property details and an easy way to email the listing to friends and family.

Finally with my virtual tour traffic reporting you will be able to view just how effective my 360 marketing program is. Each week I run a report that details your properties web traffic. Weekly usage reports not only show where virtual tour views coming from but they also display which rooms and scenes from within the virtual tours are being viewed the most.

These statistics provide insight into how your property is being viewed by visitors and what marketing efforts are working the best to bring buyers to your home. Weekly reports ensure that everyone involved is kept informed and up to date, giving you the confidence in your home's success!



# Offline Promotion

The fact is thousands of listings are sold each month because they were discovered via foot traffic. With every agent's site requiring a unique method for searching, good offline promotion that directs people straight to your listing is mandatory.



My sales flyers take a 360 degree approach to marketing your home. My flyers steer shoppers directly to your online 360 virtual tour where further research can be conducted and a decision can be made to see your home in-person. You will have the confidence in knowing that anyone who does schedule a showing to see your home has already been prequalified by my program and has seen a great deal already. Having an attractive sales flyer that grabs house hunters from the very start is essential to my program.

Buyers can show up and anytime and anywhere so that's why I've always got your virtual home tour with me on a CD.

All of my Tour Discs make it easy for your property to be seen and passed along offline from one person to the next. My Tour Discs are used to differentiate your property in listing presentations, open houses, mailers, and home showings and they have an incredibly long shelf life because of their small size and shape. Anytime I show your home to an interested party they are left with a Tour Disc to remember it by.



My panoramic web sign riders and single property websites turn heads and convert street traffic into web traffic!



My custom panoramic sign riders provide "passers by" with a chance to see an actual panoramic image of your favorite room inside of your home and also at the same time advertises the single property website URL. This website address leads shoppers directly to your online listing for further research and investigation. The combined use of a virtual tour and single property website produces on average, 49% more visitors to your online listing.

# Appealing to the Senses

2D & 3D floor plans give house hunters a sense of true perspective when searching for a home online or off.

Depending on the size and layout of your home we may want to include a floor plan into your online presentation and listing flyers. Not only am I able to utilize standard 2D Floor plans with photos, I also have full access to the latest in 3D floor plan technology which allows home shoppers to visualize the design and layout of your property like never before!



A 2D floor plan enhanced with your professional listing photos is used in an online presentation so when shoppers mouse over rooms in question an actual photo from that room is displayed. The 2D plans are also very easy for us to email and print off for use in the offline listing flyer and CD presentation.

Any 2D floor plan can be converted by my staff into a vibrant and compelling 3D floor plan. The 3D plans are great to print directly onto the back of your listing flyer as well as use in your online 360 virtual tour. They allow shoppers to instantly visualize the overall space of the home. My 3D plans are a powerful and invaluable property visualization tool used in my 360 marketing program.



No presentation is complete without the addition of sound.



Your online virtual tour will also include music that matches the style of your home. The use of audio is an inviting and emotionally appealing addition that creates an instant bond with your visitors.

Buyers purchase on emotion and those viewers who bond with your home online are more likely to ask to see it in person. Scene by scene text descriptions also allow for a detailed description of each scene that we photograph in your home allowing us to highlight features to visitors just as if I was showing your home to them in person.

*Let's get started today!*

Insert closing thoughts here.

Visit me online.

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