



MARKETING YOUR KELLERWILLIAMS *Luxury* HOME

OUR OBJECTIVE

Maximize your home's exposure to qualified buyers by leveraging our extensive marketing channels to get your home sold. Here's our strategy:

PRE-MLS & COMING SOON

Pre-MLS & "Coming Soon" strategies are a great way to build hype around your home. Here's what we'll do:

- Enter your home in MLS in a Pre-MLS status with at least one exterior photo. Agents will be able to see details about the listing and the date it will be available for showings. Agents can send the listing information to their buyers.
- Add to the Luxury Listings page on our website as "Coming Soon" with one photo
- Install a luxury listing yard sign emphasizing "Coming Soon"
- Send a "Coming Soon" postcard to your neighborhood
- Post on all social media channels and add to Zillow as "Coming Soon"

PREPARING FOR YOUR LISTING DATE

Leading up to your home's list date, we will help you prepare in the following ways:

- Staging consultation with recommendations including items to pre-pack, furniture to rearrange, ways to tidy the front entry, etc.
- Scheduling professional interior and exterior photography at least 48 hours prior to your list date including a virtual home tour, an interactive 3-D floor plan and drone footage
- Creating a custom info sheet featuring your home's details and neighborhood amenities including a QR code that links to important documents about your home for agents and buyers who tour

DAY 1 - LISTING DATE

Here's how we'll "flip-the-switch" on your list day:

- Listing on Wednesdays or Thursdays allows for ample exposure the first weekend your home is on the market.
- Activate your home on MLS with all photos, virtual tour, room dimensions, 3-D floor plans and other additional details
- Schedule an open house right away which pushes your home to the top of search results with a visual differentiator
- Change status to "Just Listed" on the Luxury Listings page on our website
- Post your virtual home tour on YouTube
- Post "Just Listed" and "Open House" on all social media channels with paid ads

WITHIN THE FIRST WEEK

- Send a "Just Listed" postcard to your neighborhood
- Post your virtual home tour as a reel to all social media channels
- Add a blog post to our website that showcases your luxury home
- Initiate Google ads through YouTube run by our advertising partner Speculo. They help us spotlight your home on our website by attracting over 15,000 monthly visitors from across the US, ensuring maximum exposure for your home.
- Syndicate homes priced \$750,000+ internationally to our partner websites including the Wall Street Journal, Market Watch, Mansion Global, Barron's Group and Penta.

ONGOING EFFORTS

- Ongoing promotion on various websites including to Zillow, Realtor and Trulia
- Targeted Open House promotions on Facebook that generate buzz and drive traffic to your open houses
- Expert client care from our support team made up of licensed agents who respond to internet inquiries, emails, and phone calls 7 days a week from 8am-8pm