

Seller's Guide

Print Advertising

Your property can be featured in a full-page color advertisement, designed professionally by our marketing team.

Direct Emails List

An email introducing your property, with photos, description, listing information, and your exclusive property webpage, will be sent to more than 30,000 subscribed client and industry professional contacts.

Property Website

We will create a landing page for your property with photos, information, and videos.

Digital Marketing Campaigns

Your property photos and descriptions are digitally formatted to produce custom marketing campaigns across search engines, email, social networks, display advertisement networks, website sponsorships, and custom URL websites.

Professional Daytime And Twilight Photography

We commission the city's best photographers to capture your home at both daylight and sunset/twilight. With two separate sessions, we are able to showcase and accentuate your home's most beautiful features at any time of day.

Aerial Drone Photography

We commission professional drone photographers to photograph a birds-eye-view of your property and the surrounding area, showcasing its location, views, and exterior attributes.

3D Virtual Tour

We create a three-dimensional virtual tour of your property, allowing agents and prospective buyers from around the world to virtually walk through your home. We also create a top-down view for each level of the home, allowing the users a clear view of the property layout.

Magazine And Newspaper Print

When available, we place your property in magazines and newspapers including The Denver Post, Luxe, Los Angeles Times, Wall Street Journal, to name a few.

Worldwide Marketing

To reach the largest audience possible, your home will be featured on all major real estate websites worldwide including Realtor.com, Zillow, Trulia, Redfin, NewYorkTimes.com, Juwai, Mansion Global, ...etc.

Custom Listing Brochure

We create a custom listing brochure for your home, allowing every prospective buyer and agent who visits the property to leave with an asset to share with their family and friends and to remind them of the beauty of your house. The booklet will include both daytime and twilight photography, description, floor plans, website domain link, and other listing information.

Featured Listing

Your property will be a prominent paid promotion/featured Listing on social media websites. Paid campaigns will be created to target potential buyers in zip codes commonly known to be target “move-up” neighborhoods.

Premium Mailers

Custom invitations will be mailed to area residents advertising the new listing and its first open house.

Open Houses And Broker Opens

With the owner’s permission, open houses for the public will be held. We also hold open houses for the entire brokerage community to promote the listing to local agents working with buyers.

Twilight Events

We will host special Twilight Events for some of our properties, catered with exquisite food and drink, and other amenities.

Signage

At each open house, numerous custom-designed open house signs will be conspicuously placed around your neighborhood displaying the property address to direct a higher volume of potential buyers to the listing.

Office Meetings

The property will be presented to all brokers and broker associates both within our brokerage and in broker groups during our meetings.

Social Media

We post your home on numerous personal and business social media platforms to increase exposure to hundreds of thousands of friends and followers.

Social Media Promotion

We post your property on our social media platforms including Facebook and also pay to promote the posts during the first week of the listing so that they reach not only our followers but tens of thousands more