

MARKETING YOUR HOME LIKE A PRO GUIDE

COLDWELL BANKER
RONAN REALTY, BROKERAGE

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Precision MARKETING

Welcome to the "Marketing Your Home Like a Pro" guide! In this comprehensive resource, we will provide you with valuable insights and strategies to effectively market your home both online and offline. Our precision marketing techniques will help you optimize your property's exposure, generate interest from qualified buyers, and ultimately achieve the best possible selling price. Let's dive in!

Creating the perfect balance is key.

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HOW WE MARKET YOUR REAL ESTATE LISTING

With such sophisticated marketing tools available now the world is your oyster as far as marketing a property. The key and where it becomes strategic is ensuring that you are serving your listing to relevant customers based on who the most likely candidate is for purchasing that property,

We use multi-tiered approach to craft a marketing plan specific to each property. Once we have created customer profiles we look at that strategy through three lenses, paid digital advertising, organic digital marketing and print media. In addition to those we then analyze and adapt as needed.

Paid Digital Advertising allows us to target specific audiences and is done on a variety of platforms such as Google Ads, Facebook Ads, Instagram Ads and YouTube ads. These platforms allow you to target specific audiences based on location, demographics, interests, and more, so you can reach the exact people you want to view your real estate listings.

Organic Digital Marketing builds brand recognition and loyalty over time. Strategies like videos, and social media content on multiple platforms as well as dedicated landing pages and newsletters can help to increase visibility from a trusted source for your listings and drive more leads.

We also use print media- print ads in magazines, newspapers, postcards and feature sheets as needed.

Finally, we provide regular vendor updates to the seller capturing the reach of our marketing tactics. This helps us to track the strength of our marketing. We analyze and adapt as needed to ensure the property is getting the best exposure.

With our marketing plans and today's marketing platforms and tools your property will receive the exposure it deserves.

Remember we are here to support you throughout the process entire home selling process. Our precision marketing has proven results. Should you have any questions or would like to discuss selling your home, please reach out to us at 905-936-4216.

Our PROCESS



1 Define Your Target Audience

To successfully market your home, it's crucial to identify your target audience. We'll guide you through the process of understanding who your ideal buyer is, including demographics, preferences, and motivations. This knowledge will help shape our marketing efforts and ensure that we targeting the right audience.



2 Professional Photography and Videography

High-quality visuals play a significant role in attracting potential buyers. Learn the importance of professional photography and videography in showcasing your home's best features. Details matter: staging, capturing key elements, and creating visually appealing content that will make your property stand out.



3 Compelling Property Descriptions

Crafting compelling property descriptions is essential in capturing buyers' attention. We'll guide you through the process of writing persuasive, accurate, and engaging descriptions that highlight your home's unique qualities.

4 Utilizing Online Listing Platforms

Discover the power of online listing platforms in reaching a wide audience of potential buyers. We'll discuss popular platforms such as real estate websites, social media platforms, and listing portals. Learn how to optimize your listings with detailed information, captivating visuals, and strategic keywords that will increase your property's visibility.

Our PROCESS



5 Targeted Online Advertising:

Explore the world of targeted online advertising to reach specific audiences who are most likely to be interested in your home. We'll delve into techniques such as geotargeting, demographic targeting, and retargeting to ensure that your ads are seen by the right people at the right time.



6 Virtual Tours and 3D Walkthroughs

Incorporating virtual tours and 3D walkthroughs into the marketing strategy can provide potential buyers with an immersive experience of your property. We'll discuss the benefits of these technologies and provide guidance on creating captivating virtual tours that allow viewers to envision themselves in your home.



7 Open Houses and Private Showings

While online marketing is crucial, don't overlook the power of in-person experiences. We'll share tips on hosting open houses and conducting private showings to create a welcoming and engaging environment for prospective buyers.

8 Collaborating with Professionals

Working with professionals, such as home stagers and professional marketers, can elevate your marketing efforts. We'll provide insights on collaborating with these experts to enhance your home's appeal and create impactful marketing campaigns that resonate with potential buyers.



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