



## The 25-Point Marketing Plan

1. **Pro Photos:** Have a professional photographer take magazine-quality photos of your home.
2. **Virtual Reality Tour:** Virtual showings for those who can't visit the home in person
3. **YouTube Tour:** Using property keywords, we will get your video 1<sup>st</sup> page YouTube search position. Your property tour will be easily accessed by potential buyers worldwide! Did you know most international buyers of the Pittsburgh market are coming from China and Israel?
4. **The Multi-List:** for exposure to 7000+ local agents.
5. **Sync with ListHub:** for additional exposure to 17,000+ websites including Trulia, Zillow and even sites you've never heard of!
6. **Setup Showing Concierge:** We register your property with ShowingTime so you always know how many showings are occurring and what the feedback is as soon as we receive it.
7. **Signage:** the installation of our "For Sale" sign. People often drive through areas they want to buy in!
8. **Craigslist.org:** Believe it or not, many of our buyer leads still come from Craigslist. Did you know the average user of Craigslist earns over \$100,000 per year!
9. If your property is a Multi-family or Commercial listing, we feature it on **Loopnet, Costar & Crexi.**
10. **Facebook Marketplace:** The new best place to put property listings! One of our last listings pulled in over 150 buyer leads from Facebook Marketplace!
11. **Blog Posts:** We create a blog post on our popular website showcasing your listing.
12. **Backlinks:** on the major Real Estate websites to your property detail page. This creates extra SEO and helps drive buyer traffic to your property.
13. **Social Media Marketing:** to blast your property details to various social network sites. It creates a buzz and gets your property even more SEO: Facebook, Twitter, Instagram
14. Create **additional backlinks** on our website and landing pages.
15. **Email Marketing:** to all active local agents who have sold homes in your area
16. **Facebook PPC Ads:** for your property in order to drive additional traffic to the detail page.
17. **Realtor Open House:** (in areas where this is effective).
18. **Public Open House:** for exposure to those who would prefer to tour the home during a public open house (in areas where this is effective).
19. **Email Blast:** your property details to our database of buyers who are actively seeking homes.
20. **Email Blast:** your property to our database of over 700 local investors (if applicable).
21. **Alert all local agents** of any changes made to the property condition or price that occur during the listing period.
22. **Alert all potential buyers** of any changes to the property condition or price that occur during the listing period. Post on social media to reflect changes.
23. **Update the advertising** as needed on a weekly basis.
24. **Follow up** on every showing to ask for feedback from the agents & buyers. Relay the feedback to you. Weekly wrap up on showings to touch base with clients.
25. **Email updates:** for you, from Listhub straight to your inbox!