



Mortgage and Property Advisors



DEBBIE HANLON'S **SO-SOLD** STRATEGIC SELLING SYSTEM

5 Steps to **Maximum** Exposure with *Minimum* Stress

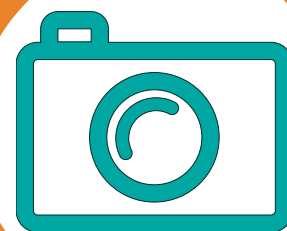
Step 1

THE LISTING



Property Photo

Take picture of property immediately after showing.



Email

Property photo and information is emailed to the real estate industry.
Realtors, Developers, etc.



Realtors then share this information with
your target, **Active Home Buyers.**

Step 2

THE FIRST 48 HOURS

We will complete the following steps within 48 hours



Submit the listing to the MLS system. Once we have professional photos they will be submitted to replace the iphone photos.



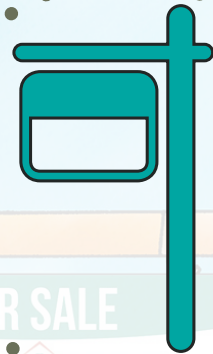
Professional pictures of interior and exterior to be taken.



An electronic, creative overview will be written for the property by our creative department. Every aspect of marketing your home is handled by professionals by our marketing department



Home Measurements taken for accuracy.



Decorative for sale sign to be installed on the front of your property. This is to show the neighbourhood your house is on the market.



Lock box placed on the property.

Step 3

MARKETING

ROAD MAP

Pre-Marketing Analysis



A creative electronic marketing portfolio will be created, printed and left in the home as well as emailed to all potential purchasers and to all Realtors requesting viewings.

Vendors are encouraged to get involved with the sale of their home by submitting **as much information as possible** on the home.

Highlighting any features they feel would be beneficial to securing a sale.

Print Media Marketing



E-flyer created for all social media sites and shared on Facebook, Twitter and LinkedIn to over 8,000 contacts.



E-flyer created for potential purchasers, thousands of direct contacts and more in current database system



Attractive 'just listed' print materials including mortgage information hand delivered in neighbourhood and specific target areas.



Promotional video on property.

Online Marketing



Include property on all top producing Realtor websites. Including Debbie Hanlon Real Estate website.



Feature property in on-line classified, Buy & Sell, NL classified, Kijiji and high traffic sales websites.



Service report website, each client can check the progress of their homes activities on their private customer service website.



Personalized customer website

Step 4

TOURS & OPEN HOUSES

Agent's Tour

Top Realtors from several companies will do a private viewing of the home on a Tuesday morning, which Tuesday depends on the number of new listings taken per week. By exposing the home to as many Realtors as possible we increase the likelihood of a sale, as Realtors on average are dealing with 10 buyers at any given time. It also increases top of mind awareness of the home to the Realtor in the event they should encounter a prospective buyer.

Agent's Open House

In first 3 weeks a meal or creative event is held in the home for the industry professionals. From 12:00-2:00 pm during an agreed upon day. We will host a meal and invite the entire industry into your home for a private viewing. This is very successful in getting the industry involved in selling your home. Not only does it expose them directly to your home and all its unique features, it also keeps the home front and center in the realtor's minds. Realtors compete for the listing but we all cooperate for the sale.

Neighbourhood Open House

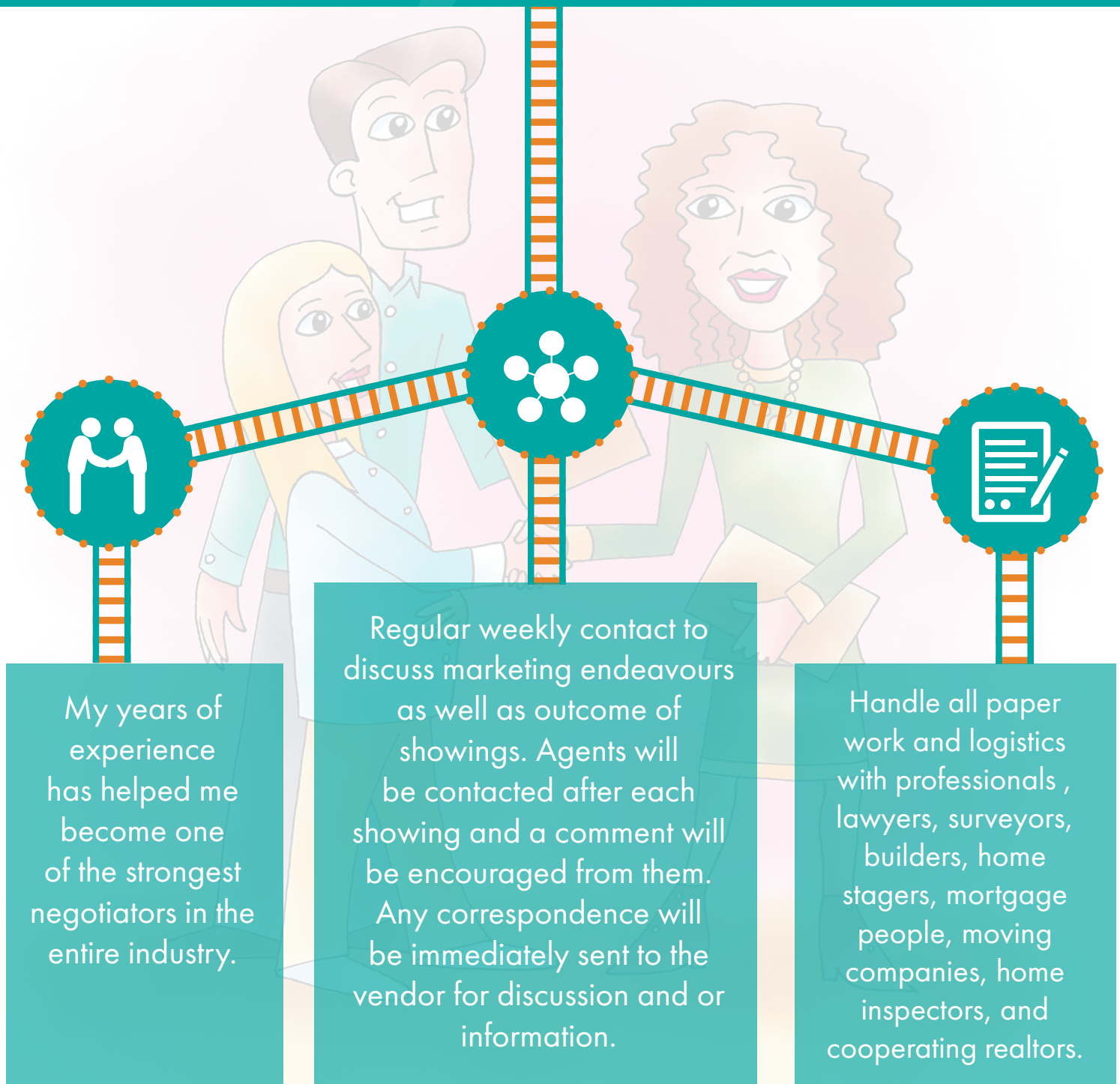
The entire neighbourhood will be personally invited to an exclusive neighbourhood viewing. Many neighbours want their family and or friends to live next to them, so encouraging them to view the home again raises the likelihood of finding a purchaser.

Public Open House

The house is now advertised to the public through our various mediums of connection and engagement. Promotional materials are passed to the public as they view your home.

Step 5

MAINTENANCE & NEGOTIATION





SO-SOLD

FOR SALE

DEBBIE HANLON
REAL ESTATE



769-2842

DEBBIEHANLONREALTY.CA