



Marketing Plan for Your Home

Our Internet Strategy

- Statistics show that 83.7% of all buyers use the Internet first to find their new home or investment property. The Internet has replaced traditional newspapers advertising and it is Critical that your home has a strong presence on the Internet with professional photography, Nationwide & International Exposure, and the correct pricing to attract buyer's attention. We showcase all of our listings on Realtor.com, the #1 website used for by the public and Real Estate Professionals. Your home will also be featured on sites like Zillow.com , Trulia.com , Oodle.com , Base.Google.com, Propsmart.com, HomeFinder.com ,Vast.com , Local.com , BSSRealty.com , and more as seen appropriate by our marketing staff plus be available to be searched every single Real Estate Agents website that subscribes to IDX Technology! Your home will not lack exposure to the public.

Custom Brochures and Flyers

- We use a professional photographer to photograph your home to enhance the look and feel of you home in print and online. We then use these high resolution images in professional flyers, brochures or postcards to customize our marketing efforts for you.

Custom Property Website

- Your property will receive its own custom website to aid in the marketing of your property. The internet address will reflect the features of your home or more appropriately the address of the property.

BSS Realty



Custom Email Campaign

- Campaigns to fit the needs of the property and the area are developed to contact potential clients and the Realtor community in your area.

How We Connect With Buyers

- BSS Realty will market your home using various methods to attract motivated buyers through the Multiple Listing Service, strong Internet presence with high quality images. Strong Local sign recognition, High Quality Print & Online Color Brochures, Custom Email Campaigns and Custom Property Websites.

Step 1

- Marketing Plan and Timeline discussed
Professional Photography of Property
Submission to Multiple Listing Service
IDX Submission for Nationwide Exposure
Address of Property Posted on Internet through Real Estate Listing
Sign Installation & Lock box Installed
Property posted to BSS Realty website
Property Website Created and posted
Order Complimentary Termite Inspection ordered
Schedule Broker Open House for Local Brokers
Open House Schedule Discussed and Developed

BSS Realty



Step 2

- Professional Flyer and Brochure Of Property Created
Property Features List Prepared
Property posted to BSS Realty website
Just Listed Email Campaign of Property Created
Professional Just Listed Email Flyer Sent To Local Top Agents
Professional Just Listed Email Flyer Sent to Active Qualified Buyers

Step 3

- Professional Brochures or Flyers Arrival & Delivered to Home
Seller Update on Showings
Follow up with Agents on All Showings
Communicate Feedback From Agents to Homeowner

Weekly Follow-up

- Phone & Email Follow Up With All Agents Who Have Shown House
Detailed Weekly Report On All Showings & Feedback
Weekly Communication About Any Changes Needed to Property
Weekly Preparation of New Marketing of Home.

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