

The Complete Marketing Plan to >>>> Get Your Home Sold



By Tennyson Jusu, Associate Broker, Realtor, eXp Realty

eXp REALTY

Phone : 404-343-5728
housedwellers@yahoo.com

1372 Peachtree St NE Atlanta, GA 30309.
Atlanta, GA 30309

If your property is now listed with a REALTOR® or Broker, please disregard this offer, as it is not our intention to solicit the offerings of other REALTORS® or Brokers. The information contained herein is deemed reliable but is not guaranteed. Message and data rates may apply.

We create a marketing platform around your home!

To literally drive thousands and even tens of thousands of interested buyers to see your home online and in person.
The MORE buyers that see your home, the more buyers I talk to and show your property to!

We **market** your home everywhere, including but not limited to:

- Paid Advertising on Facebook and Instagram
- Social Media Marketing
- Email Marketing
- Print Marketing
- Video Marketing
- Mobile Marketing
- Search Engine Marketing
- YouTube Marketing
- **And more!**

Check the upcoming pages for more details



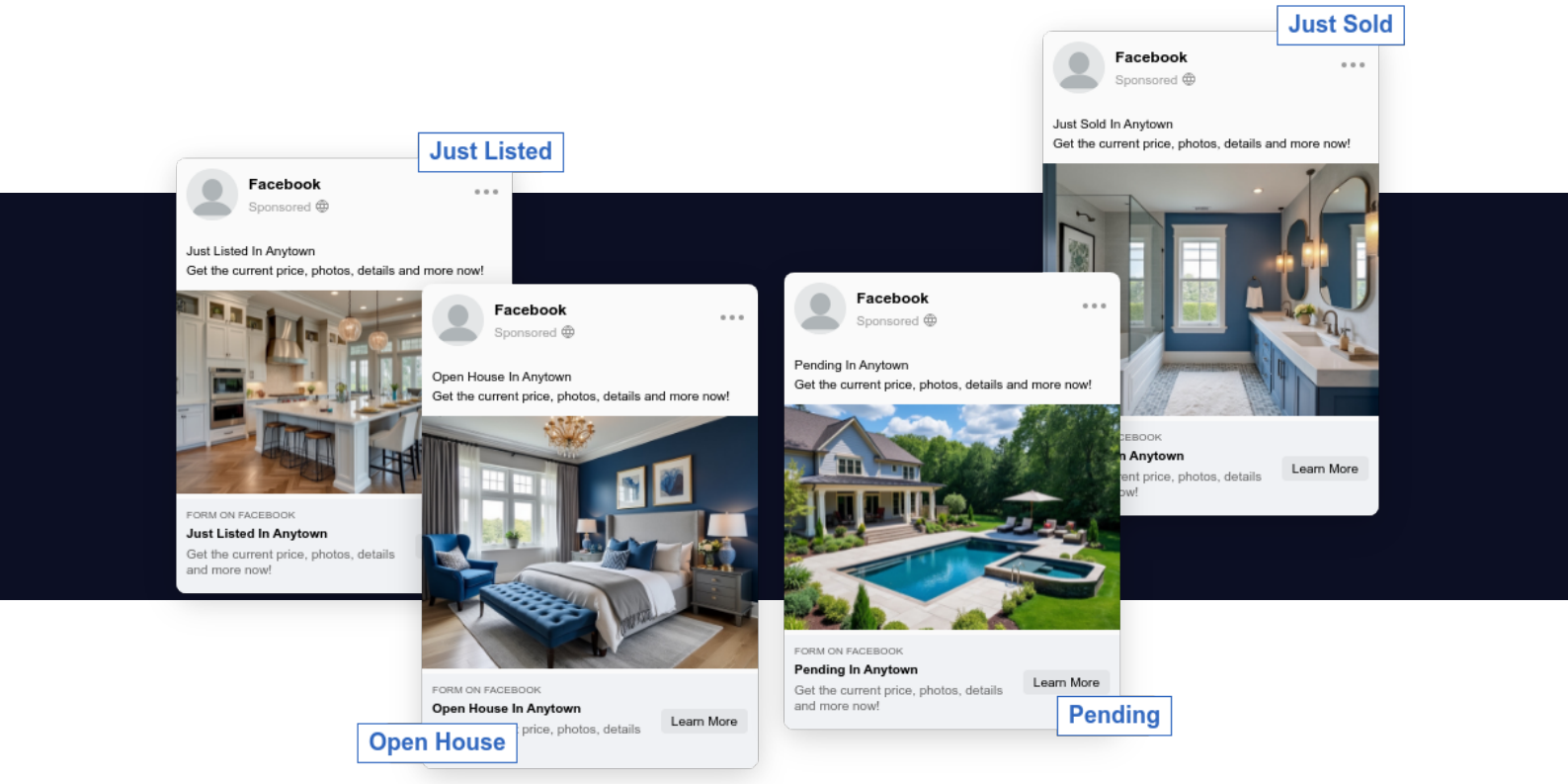
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License: 245861, GA

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Paid Advertising on Facebook and Instagram

We will create **social media ads** and advertise your home on Facebook and Instagram.

- Different Facebook and Instagram ads for each status.
- Time tested ads that are guaranteed to generate results.





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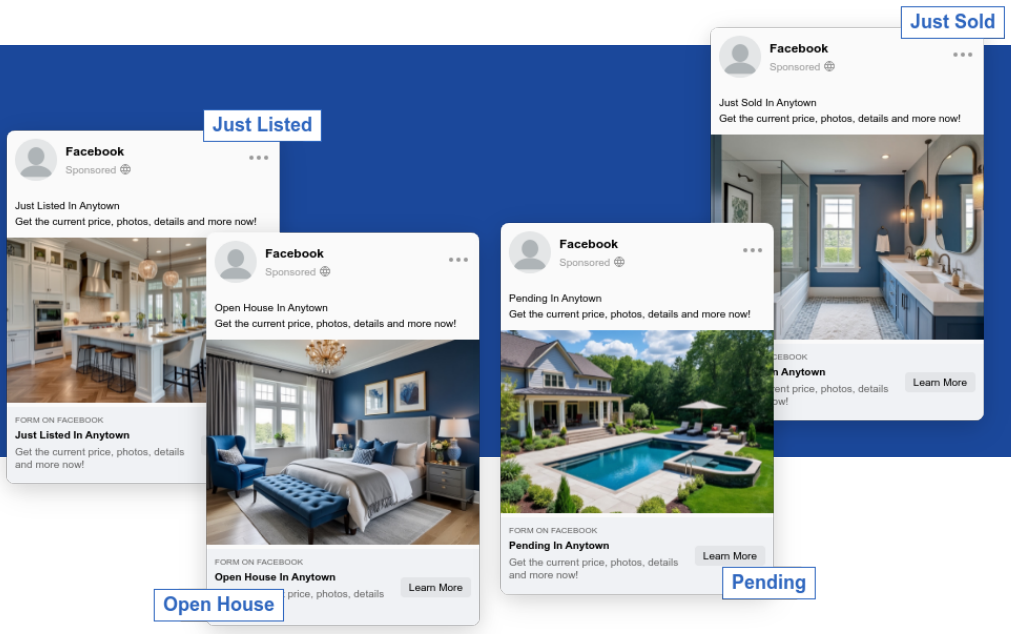
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Social Media Marketing

There are 4 billion total social media users across all platforms.

We will create **beautiful social media posts** and share them in our Facebook, Instagram, LinkedIn, X, and Google for your home.

- Different social media posts for each status.
- Different social media posts for each platform.
- Time tested post descriptions that get engagements.
- Beautiful custom-designed images for each social post.





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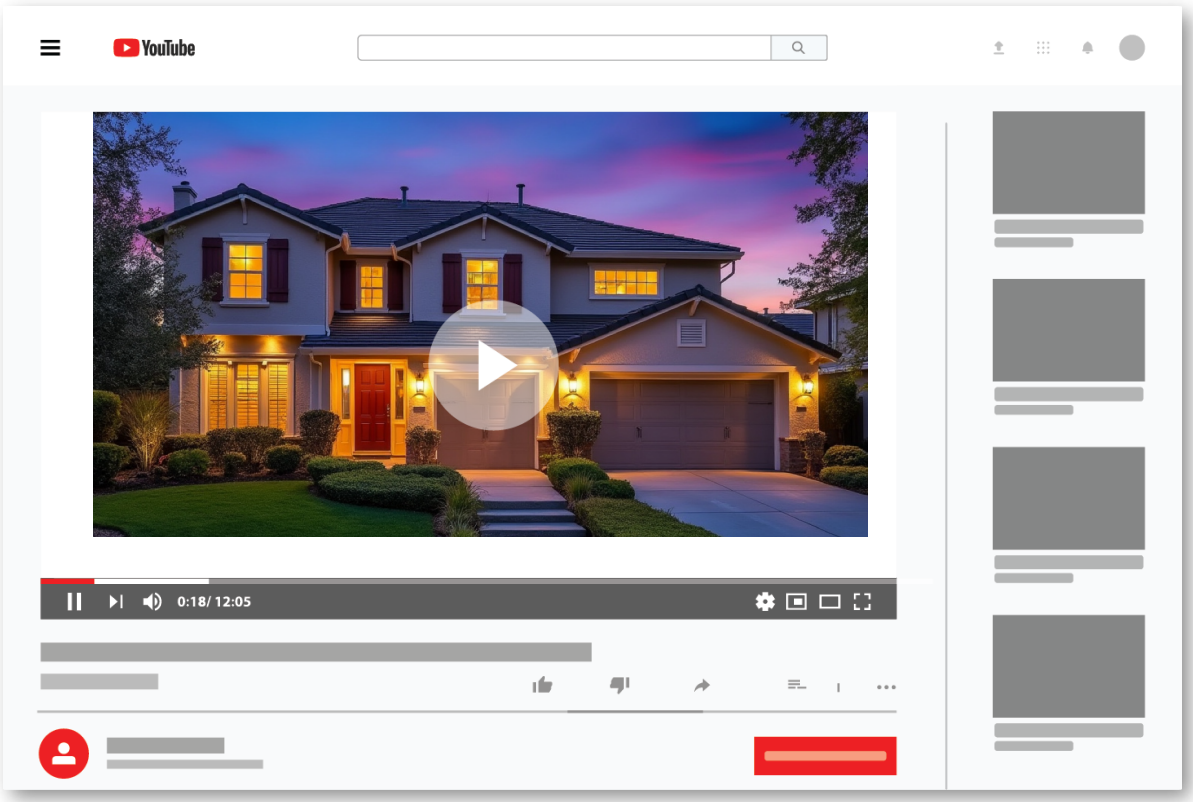
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YouTube Marketing

We will create a video for your home and post it to YouTube, where over 122 million people watch 1 billion hours of content every day.

We use proven techniques to optimize your home video to reach as many people as possible by sharing it on our channels.

- #1 Video Website in the World.
- #2 Visited website on the internet.
- Great SEO for your home.



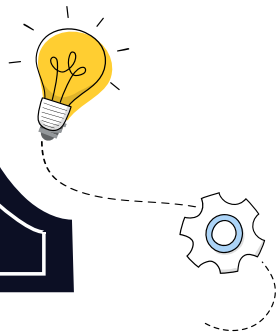


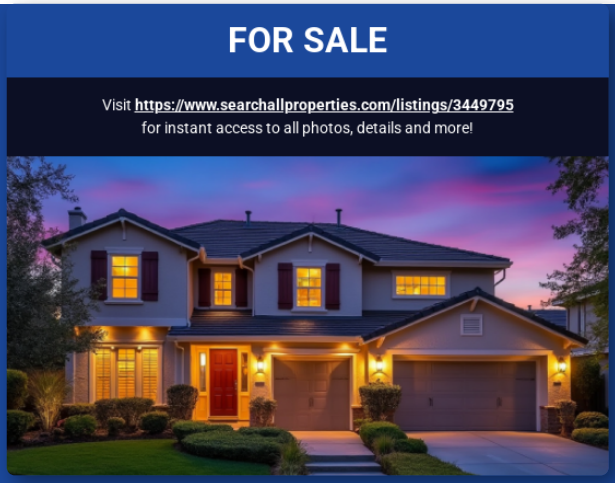
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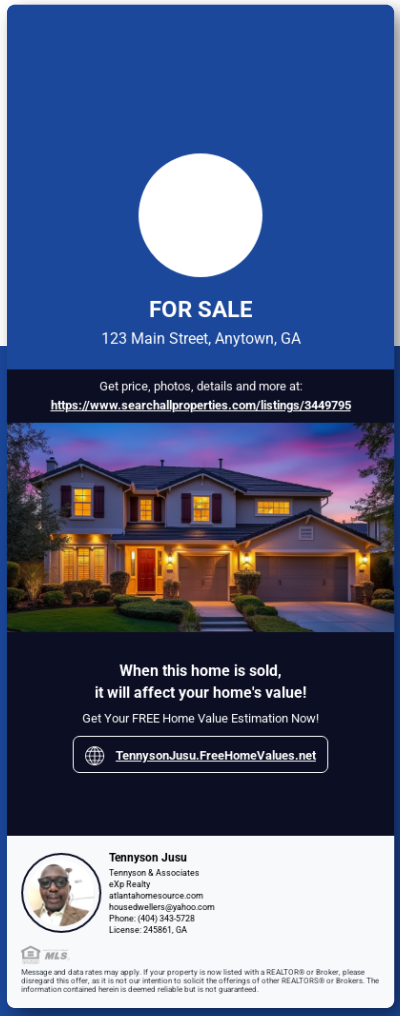
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Print Marketing

56% of people find print marketing to be the most trustworthy type of marketing.









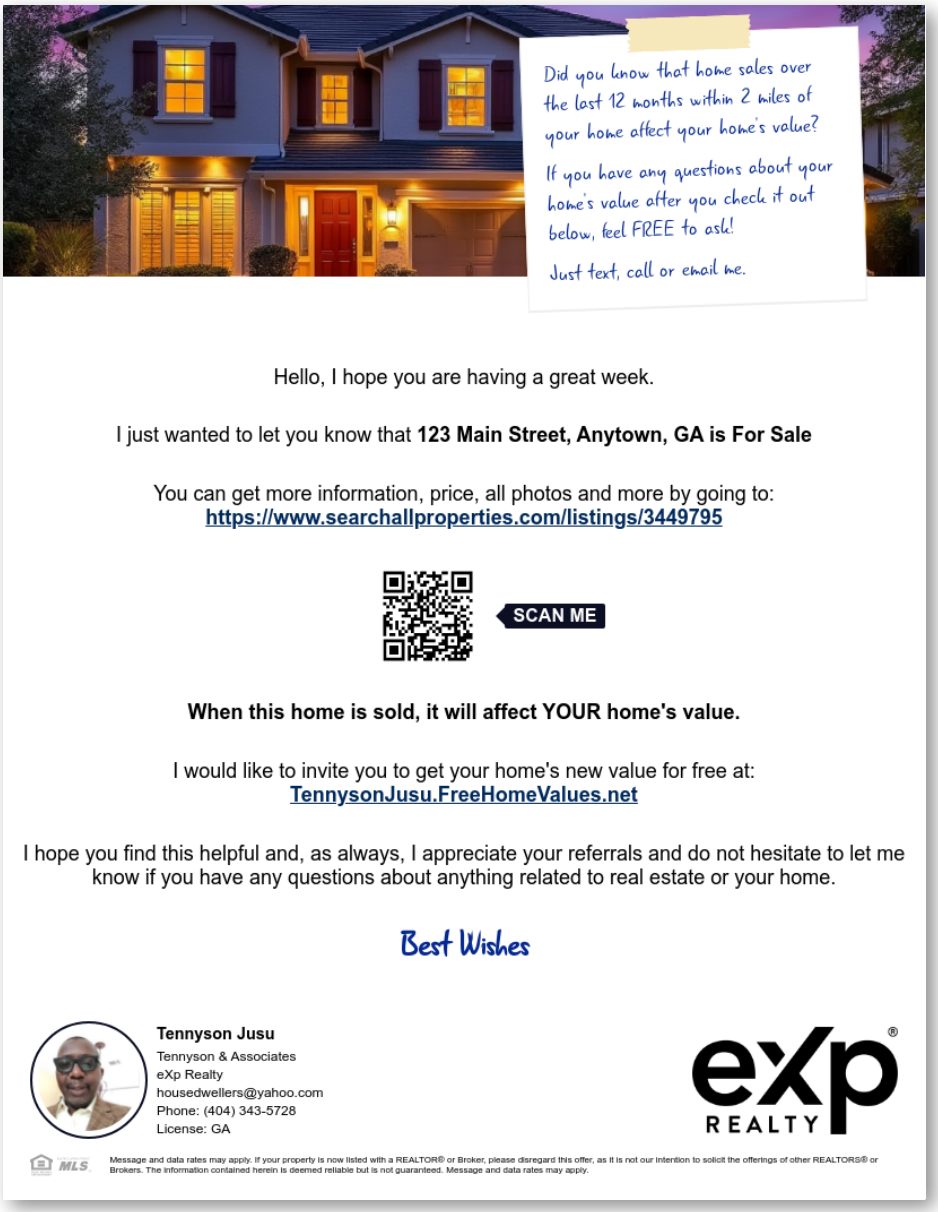
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Nearby Neighbor Marketing

Families and Friends are reconnecting more now than ever and that includes moving closer to the ones you love.

We will let neighbors know your home is for sale!





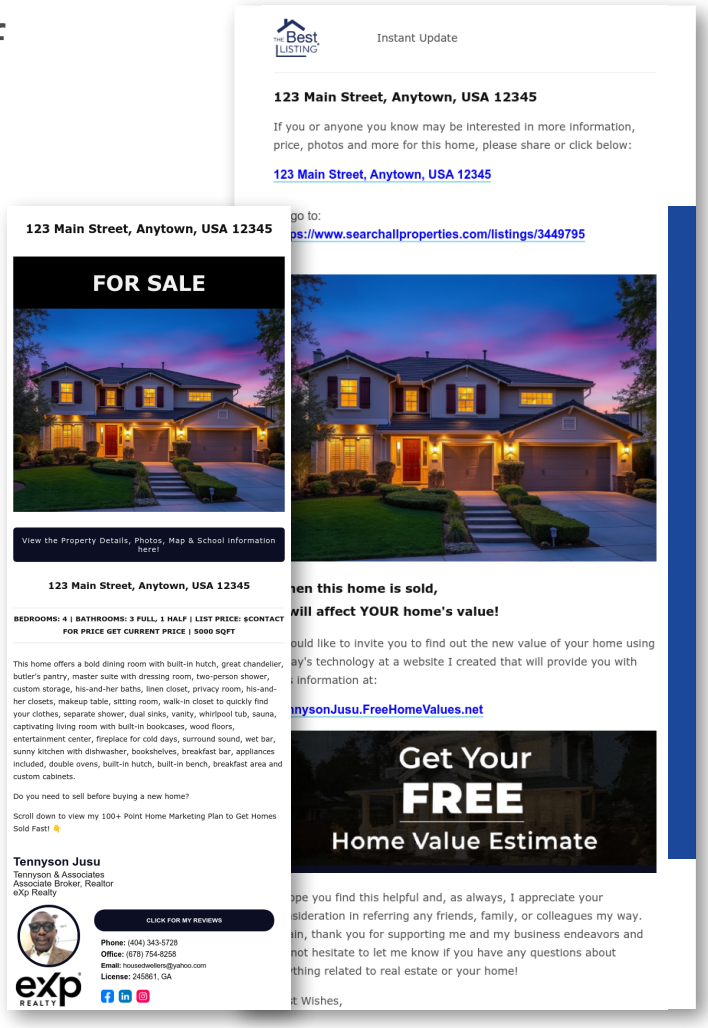
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Email Marketing

There are 4 billion daily email users.

We will be **sending your home** to our database of buyers, our partners and your sphere of influence.

- We will create a different campaign for every listing stage.
- All our emails are optimized for mobile, tablets & desktops.
- Designed to generate and pre-qualify buyers, then schedule showings for your home.



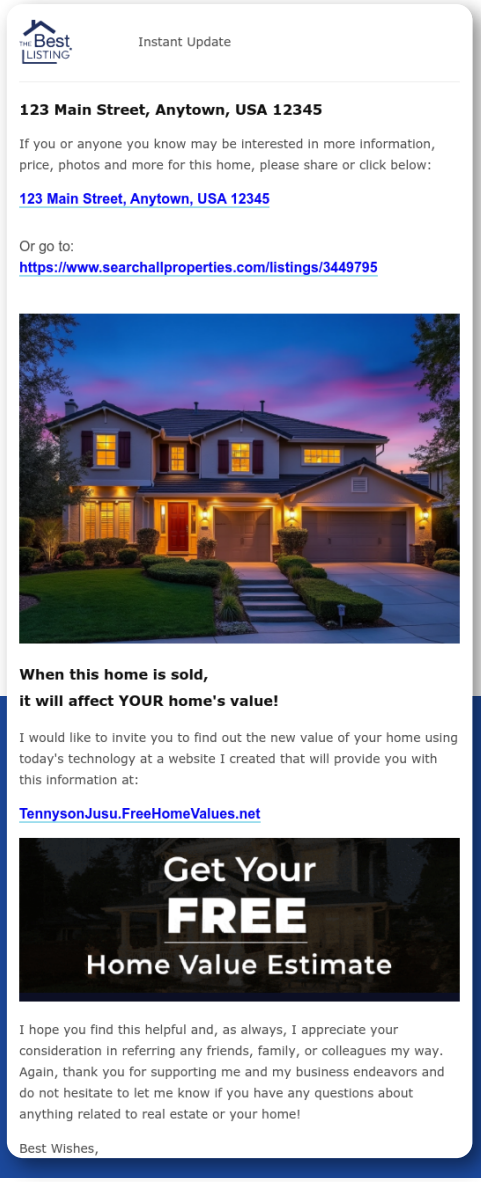


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Database Marketing to My Contacts

99% of email users check their email every day, some as much as 20 times a day!

We send your home to our database of buyers in your area, our partners, and your sphere of influence.



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- All our emails are optimized for mobile, tablets & desktops.
- Designed to generate and pre-qualify buyers, then schedule showings for your home.

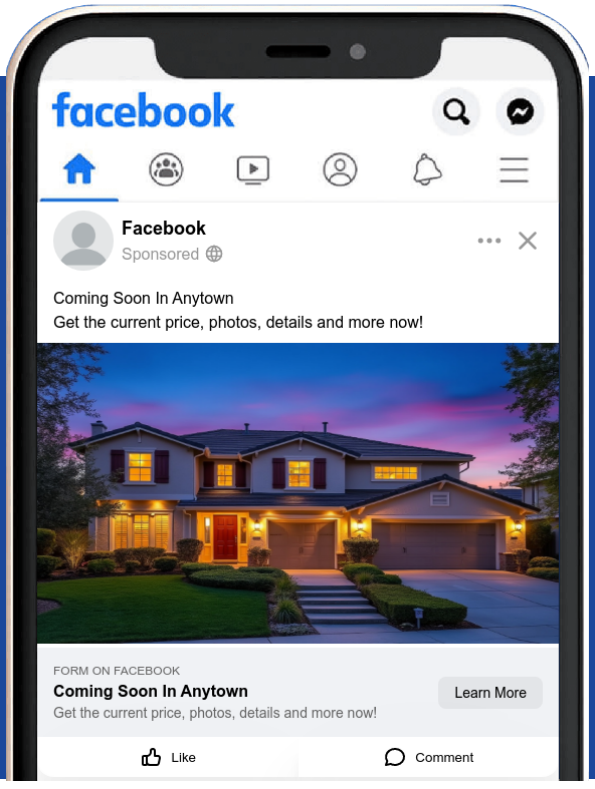


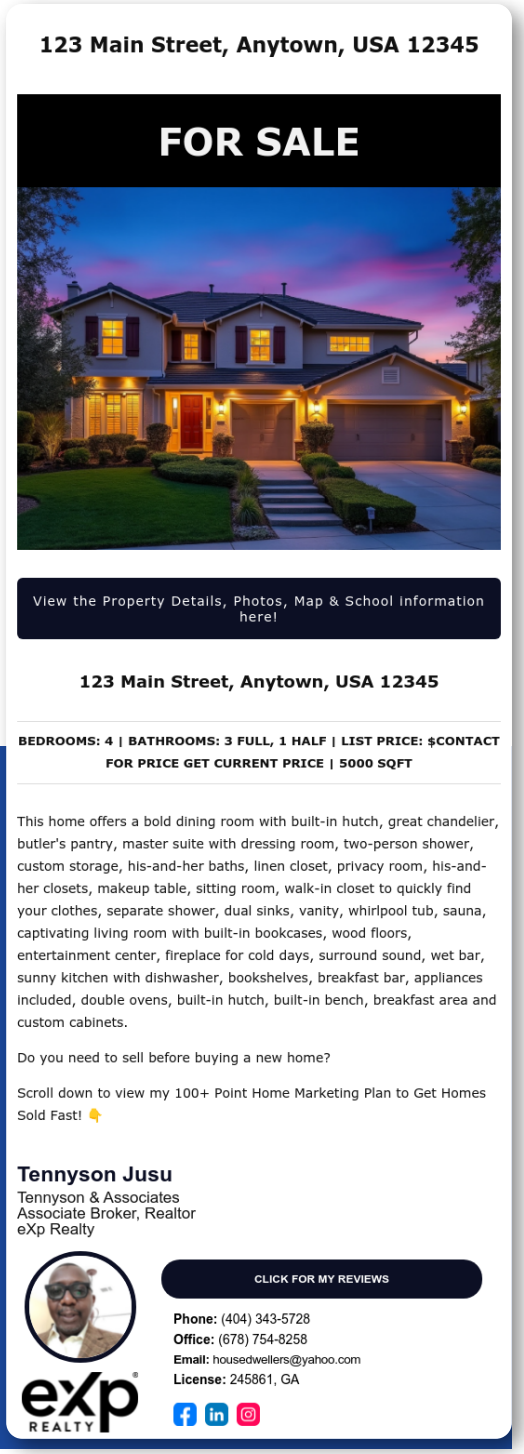
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Seller Sphere Of Influence

Someone you know likely knows someone looking to buy in the area. We will leave **NO stone unturned** trying to find a buyer and the highest price for your home!







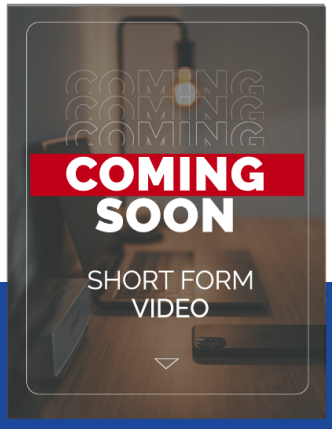
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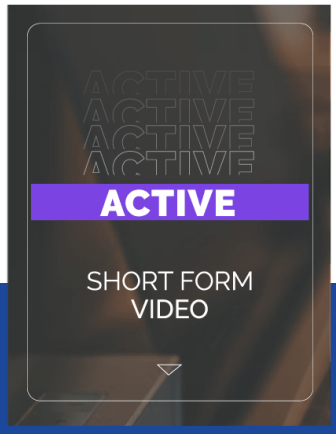
Short Form Videos

90% of vertical/short videos have a higher watch completion rate compared to horizontal ones.

We will create **short form videos** for your home with our proven video scripts. Share them on Tiktok, Instagram Reels, and YouTube shorts. This new format is hot and known to generate motivated buyers.

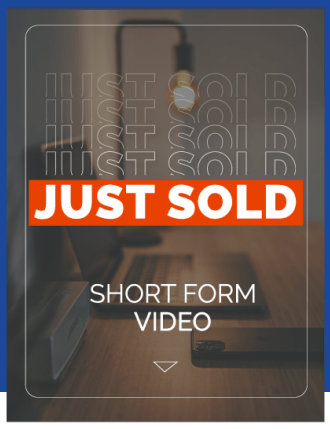












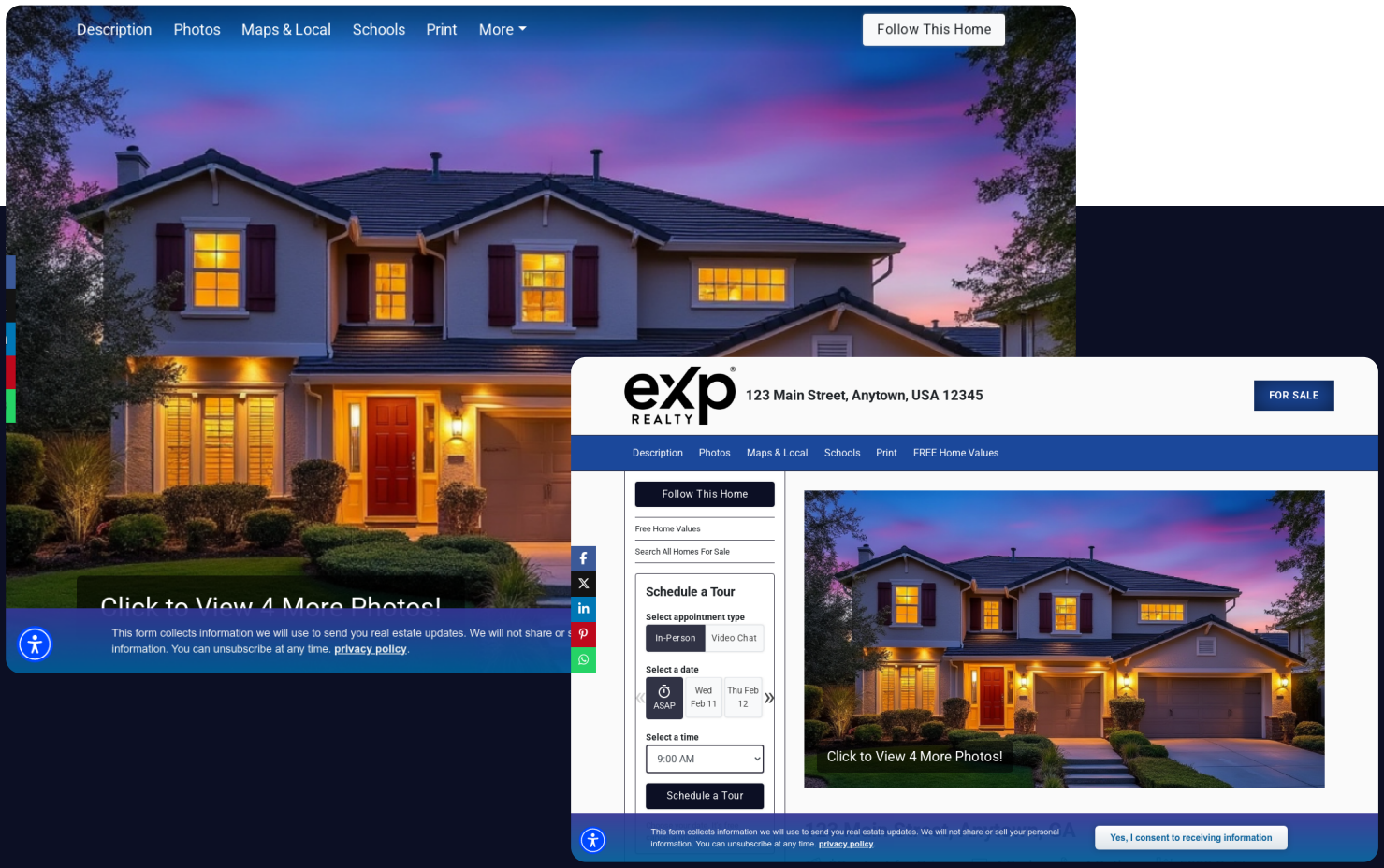


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Listing Websites & Virtual Tours

We will create **beautiful single property websites** and **full-screen virtual tours** for your home.





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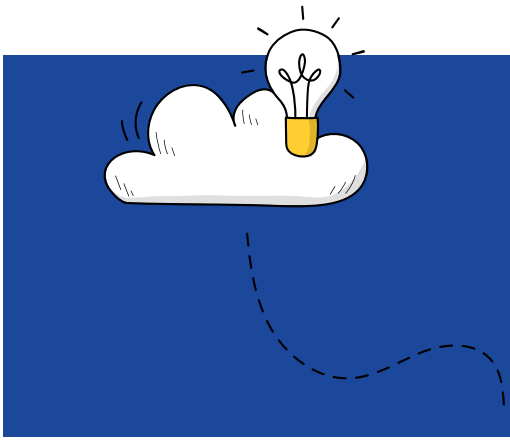
Listing Flyers for Buyers!

Listing flyers with your home's photos and information will include QR Codes, a beautiful custom domain for your home, and more ways for buyers to connect with me about your home.

A custom domain!
https://live1.granitebayhomevaluations.com/listings/3449795

All the flyers come with:

- a link to your listing vanity URL
- Listing photos, and information.
- QR code and/or text extension.
- Designed and tested to generate engagement.







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Text / IVR & Sign Riders

We will capture quality buyer leads using text extensions!

- Unique extension number for your property.
- Designs proven to capture even more leads.
- Linked to your property website.
- Integrated with our marketing tools.

INFO & PHOTOS. ANYTIME.
ON YOUR MOBILE PHONE.

TEXT XXXXX
TO 25678



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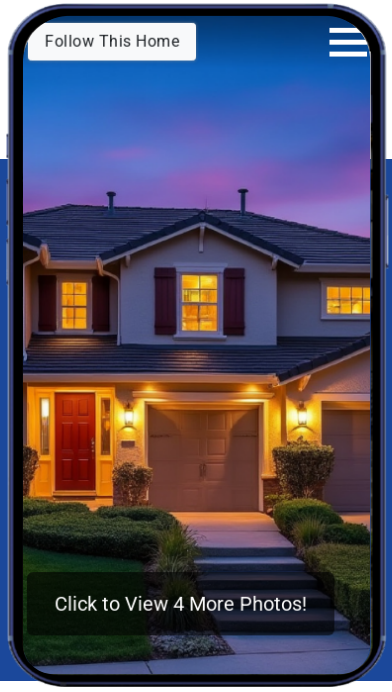
Mobile Marketing

83.37% of the world's population own a smartphone and they spend 4 hours using it every day!

So we make sure that all our tools are **optimized for mobile and tablets** and guarantee to show your home the best way possible on each device.



SCAN THE QR CODE





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QR Codes

Our **QR codes** are designed especially for your home and optimized for mobile marketing. This makes it simpler for potential buyers.

A QR code will be added to all your print marketing automatically. We can also provide you with the QR code to print on its own and use it in any place you feel is appropriate.

SCAN THE QR CODE





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Reach & Frequency

We will market your home across **multiple channels** at each stage of the listing to ensure maximum reach and frequency.





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Just Listed

Get started strong out of the gate with Just Listed Marketing **to let everyone know your home is now for sale**.

This is the time for your home to be introduced to the market getting any and all potential buyers excited to get more information and see your home ASAP!









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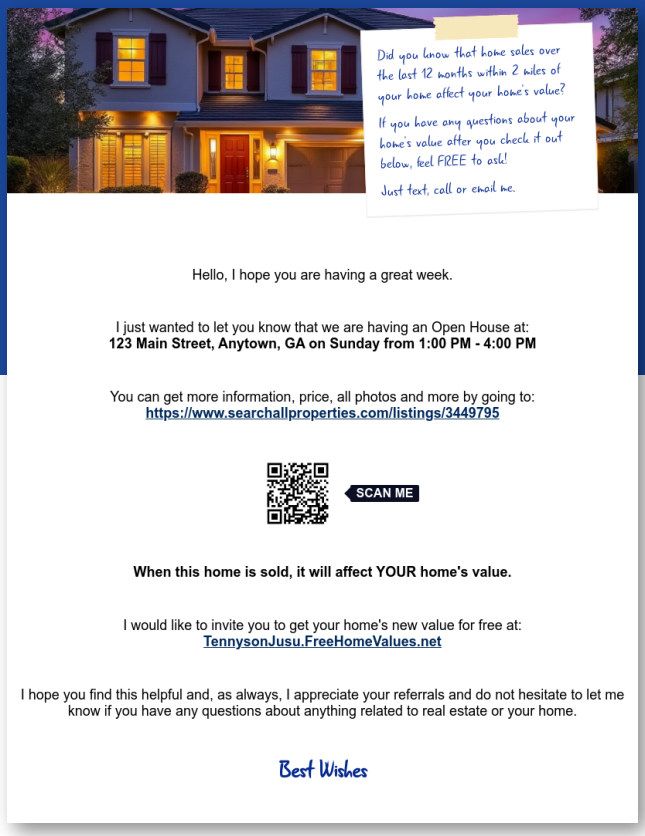
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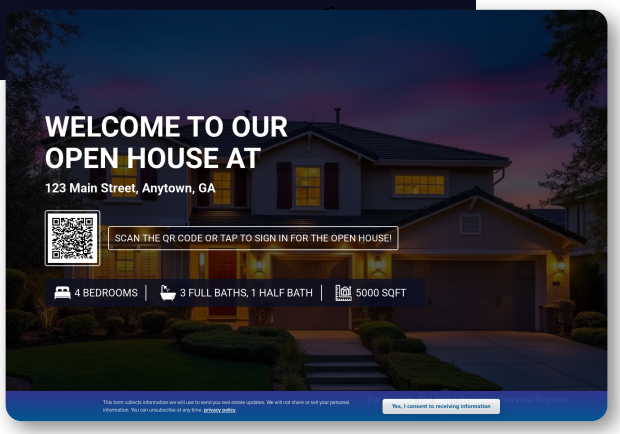
Open House

During the course of the listing, **it may be necessary to hold open houses** in order to more easily facilitate to the showing needs of the maximum number of buyers as possible.

We will discuss this with you to create a plan that maximizes your needs and goals.









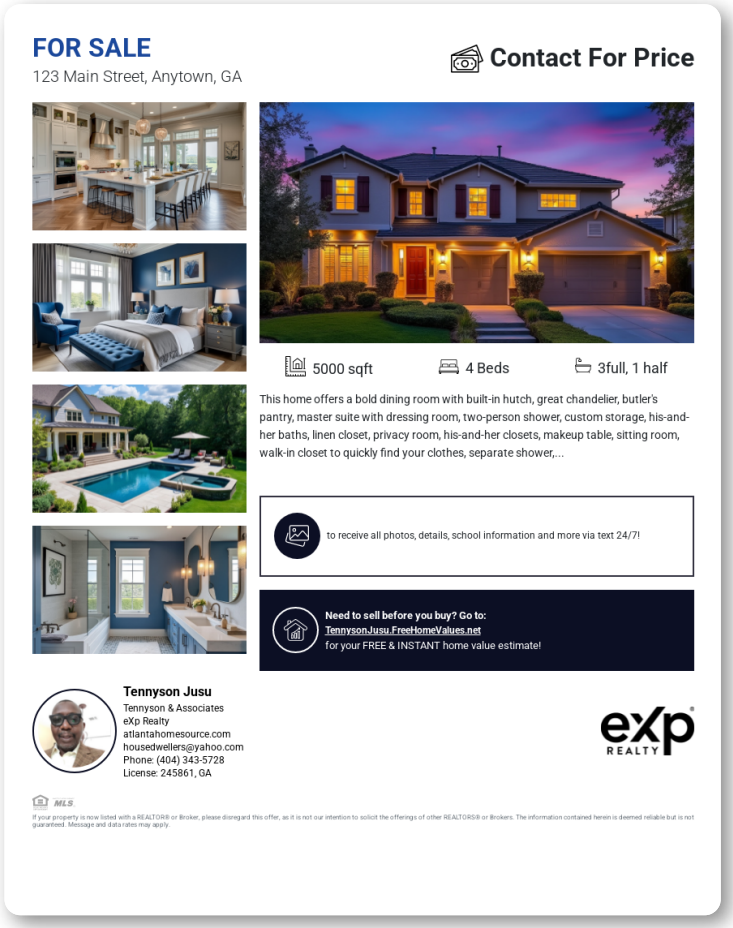
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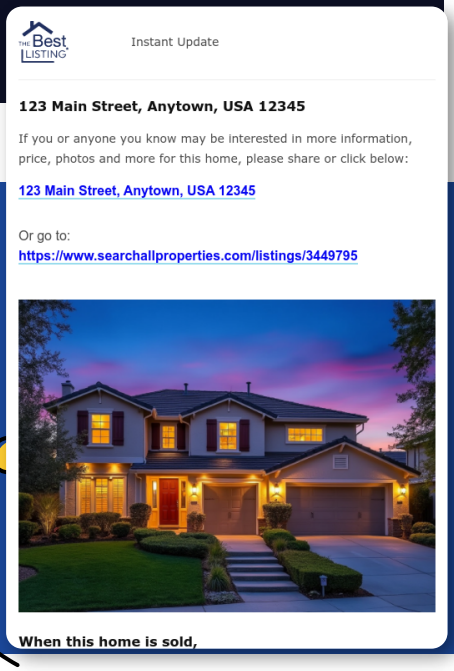
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Active

Buyers are **constantly coming in and out** of the market.

If you have not received and accepted an offer by the end of the Just Listed period, we will adjust our marketing and keep marketing your property until an offer is received and accepted.









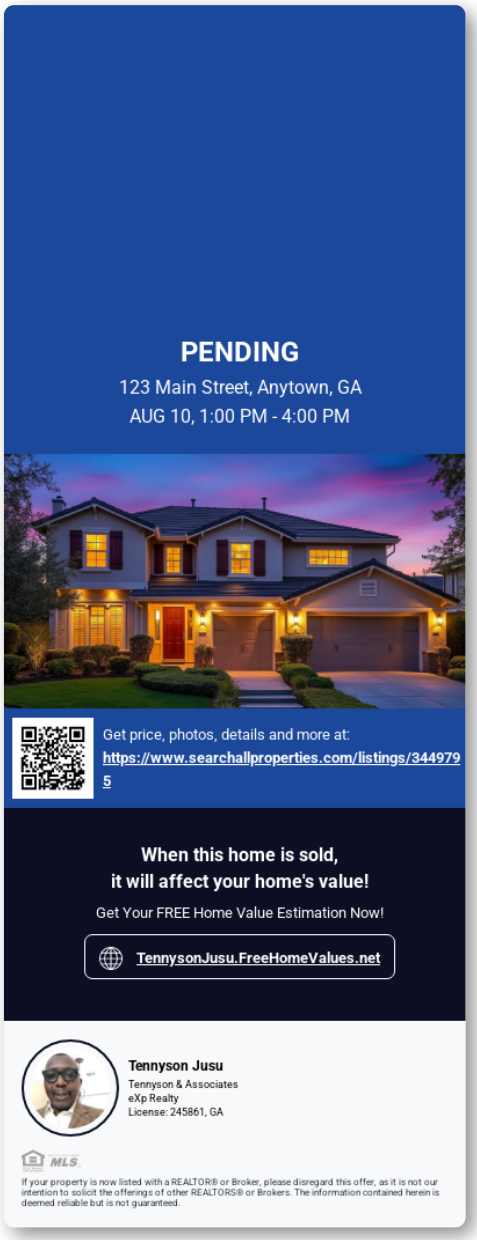
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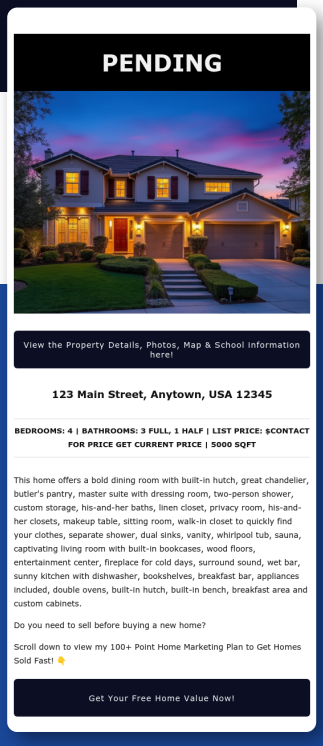
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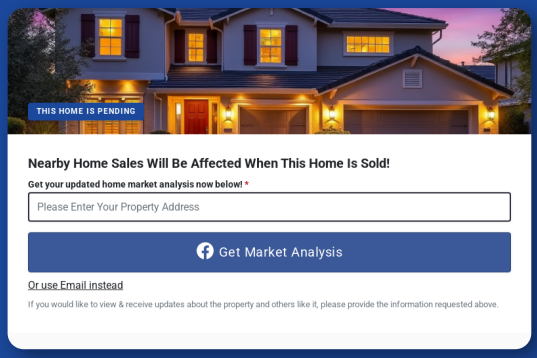
Pending

When an offer is received and accepted **there is still a lot of work to do until the deal is closed**!

We will continue to market your home until the deal is done in order to maximize your options and protect your interests.









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Marketing to Just Sold

No matter how great the market may or may not be, your home will get sold for top dollar in the shortest amount of time possible.







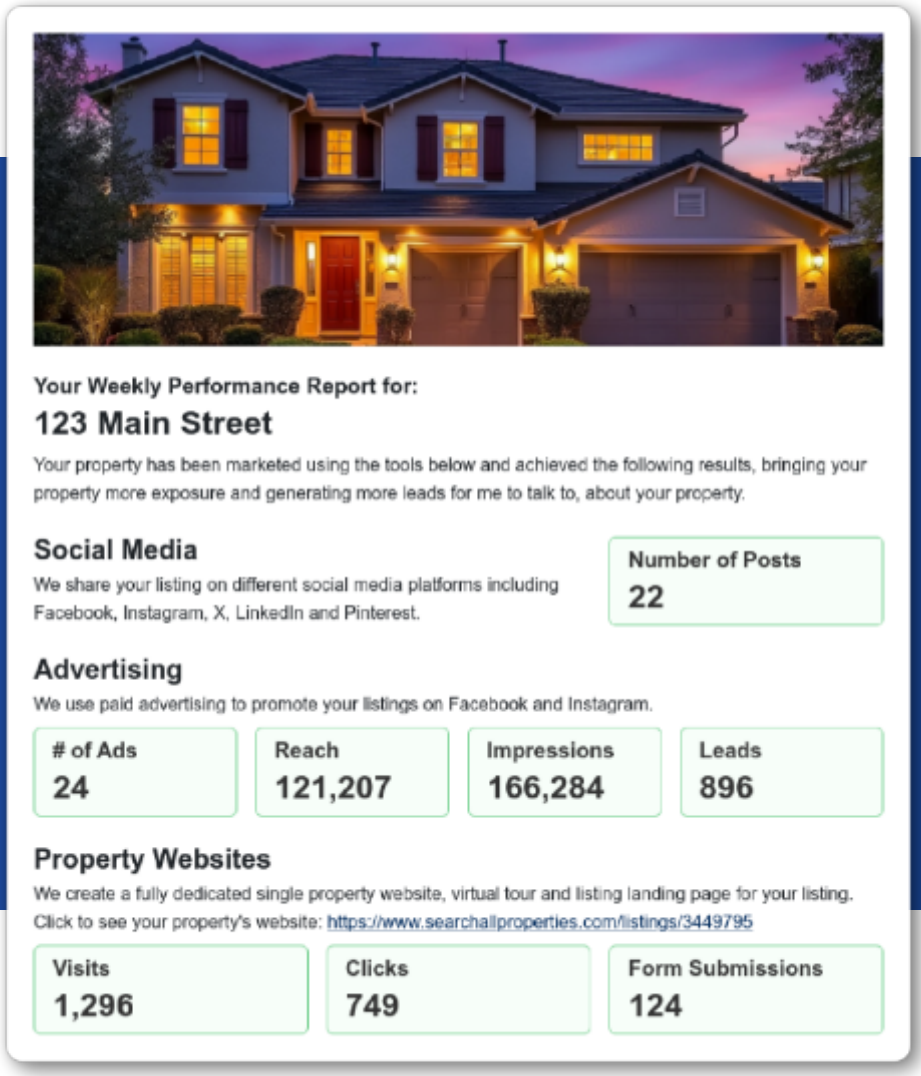


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Weekly Traffic Reports

You will receive **weekly traffic** reports that detail our marketing efforts so that you are always up-to-date.





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Our clients find these reports valuable in helping them **get more money faster** for their home!

Scan the QR codes to get your FREE copies.



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