

17-Point Marketing Strategy

PRE-LISTING SERVICES

- ✓ Professional house measurement
- ✓ Staging services

PHOTO & VIDEO

- ✓ Drone photography
- ✓ Matterport 3D tour
- ✓ Professional photography
- ✓ Property video



VISIBILITY



- ✓ List home on MLS (multiple listing service)
- ✓ List home on multiple sites including:
 - Zillow
 - Realtor.com
 - Trulia
 - Home.com
 - And more!
- ✓ Open house event

COLLATERAL

- ✓ Lender fliers with financing options
- ✓ Open house signage
- ✓ Property flyers
- ✓ Yard signage



ONLINE PRESENCE

- ✓ Closed Benchmark Facebook group (with over 1.3K members)
- ✓ Paid and organic social media campaigns
- ✓ Personalized website for your home
- ✓ RealScout



CONTACT

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