

"Sweet 16-point" Marketing Plan

— Effective & Comprehensive Marketing —

1 I Answer My Phone

When buyer's agents call, I answer. This might sound like a no-brainer, but you'd be surprised by how many agents don't answer their phones (of course, 60% of them are only part-time). I want to be responsive to prospective buyers and their agents.

2 I'm Available

I work 9a-9p Monday through Friday, and 9a-6p on Saturdays. And if you need me on a Sunday, I'll make myself available. I'm not playing golf or lounging by the pool while you wait for your home to sell. I'm working. That's why you hired me.

3 Stand Out on the MLS

The MLS is the number-one way homes are bought and sold—more so than all home-finding websites and social media platforms combined. I'll get your home to stand out with superior photos and a concise, easy-to-read format.

4 World-wide Syndication

97% of buyers look online before purchasing. I'll market your home to thousands of prospective buyers across multiple platforms by syndicating your home on hundreds of the most popular home-finding sites such as Realtor.com, Zillow, Trulia, Redfin, ListHub, HotPads, and many more.

5 Social Media

The more buyers that see your home, the more offers you're likely to get—and quicker, too. I'll post your home across my social media accounts, including Facebook, LinkedIn, YouTube, Instagram, and Google My Business. I will exhaust every marketing platform to get your home in front of buyers.

6 Professional Photos

You want your home to stand out from the competition. Professional photos showcase your home, attract more buyers, and get you more showings—and offers. I work with some great photographers who specialize in real estate.



For the rest of this information packet please reach out to Scott Oelke

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