

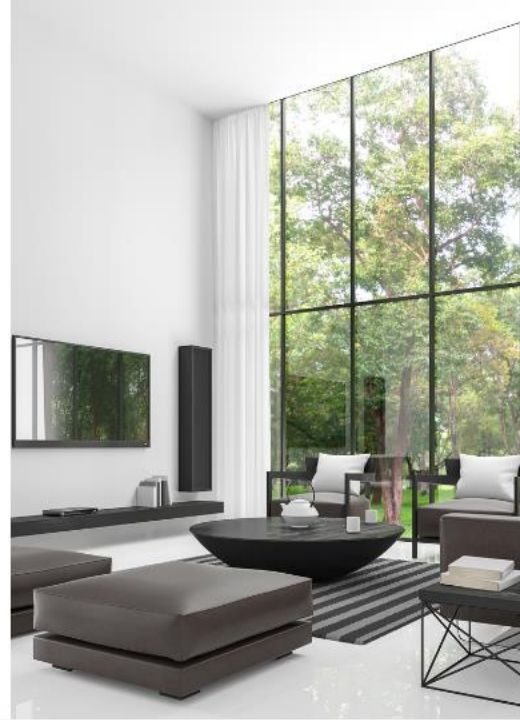


# M A R K E T     T H E     L I S T I N G

W H A T   Y O U   S H O U L D   K N O W



style



statement



fun





# The First 5 Days of a Listing

Once entered into the Multiple Listing Services:

- SYNDICATION- listing distributed to websites including Zillow, Trulia, Realtor.com and thousands more.
- LISTING WEBSITE - bhhs.com and bhhsga.com - individual listing landing pages or websites for your listing.
- DIGITAL AD - A Chalk Digital listing ad campaign is created approximately 24 hours after Chalk receives the data from MLS.
- PRINT MARKETING - Xpressdocs Automated Property Marketing (APM) sends an email to you letting you know that your print marketing items are ready to order.
- AGENT ICON - Your listing's Social Media assets sent to you
- PERSONALIZED DESIGN - Design Studio marketing templates synced with MLS, property address and photo library.
- EASY BUTTON- BHHS Resource Marketing Center sync with MLS and photos.



Automation

# Appeal to Target Buyers

## Introduce your listing to buyers

- Write creative descriptions that appeal to multiple buyer needs for FMLS, MLS and website. You don't have to use the same description on both MLS(S)
- Hold an Open House (MEGA OH EVENT)
- Invite Neighbors to a PRE-Open House Sneak-A-Peek Event.
- Send a postcard to neighbors - Radius search of 50 closest to listing
- Email campaign to real estate agents who have closed transactions in the neighborhood
- Verify your listing has been added to PercyAI Buyer match.
- Share with your SOI and Buyer clients
- Use Remine to create a target list of neighbors and send an e-flyer or postcard



Visualize

L I S T I N G   B L I T Z  
2 0 2 2

# Marketing Plan For The Life Of The Listing

## Presentations Are Communication Tools

- A shifting market can lead to longer days on market.
- Establish a marketing budget
- Design a plan for the life of the listing and schedule marketing throughout the listing period.
- Automated Seller reports using your website: Listings | Reports | Online Seller Report.
- Update presentation using Present every 30 days and share results with your seller. It serves a variety of purposes, presentations are powerful tools for convincing and coaching your sellers.





# Assess The Competition

- Watch for new listings coming on the market.
- Determine what competition does for their listings. At a minimum you need to do the same or better.
- Change direction or increase your marketing efforts as new listings come on the market.



Competition

# Marketing Design Solutions To Promote Your Listing

## BHHS MARKETING RESOURCE CENTER

- Create a flyer or brochure.
- E-card announcement - send through Marketing RESource Center contacts.
- Postcard - print through Xpressdocs.

## DESIGN STUDIO

- Create a flyer or brochure.
- Create new listing announcement for social media, FB/Instagram stories.
- E-card design.
- Social media Facebook post, Instagram post and stories.

## XPRESSDOCS

- Create a flyer or brochure.
- Postcard - print through Xpressdocs mail distribution or demographic list builder.



# Industry Solutions To Promote Your Listing

## GOOGLEMYBUSINESS

- Add your listing to your GoogleMyBusiness profile page
- Post your best photos and link to your BHHS&GA website listing detail page

## FACEBOOK | INSTAGRAM | TIK TOK

- Run a paid| ad or boosted post on Facebook to a targeted audience.

## REMI

- Add listing to FMLS and GAMLS
- Run report for expired homes and off market properties around your listing and export for mailing list, emails, and phone numbers

## PERCYAI (formally BuySide)

- Check your listings for buyer matches in the Berkshire Hathaway HomeServices Network

## CRM

- Upload contacts to CRM into a group (example: name of subdivision)
- Create new listing e-card announcement and send to neighbors and area agents
- Set up "New Listings" subscription for Seller





# Listing Checklist



- ☐ Supra- add listing to inventory and assign lockbox
- ☐ Add feedback questions
- ☐ Set up in Showing Time
- ☐ Load professional photos into the MLS(S)
- ☐ Order a HSA home warranty
- ☐ Schedule a home inspection
- ☐ Assign & setup text rider
- ☐ Set up seller reports on BHHS intranet (under listings)
- ☐ Check listing on your website, BHHS.com, Zillow, Realtor.com, and Trulia
- ☐ Email PercyAI buyer matches
- ☐ Obtain Rate Plug flyer from your Prosperity Loan Officer
- ☐ Create flyers, brochures, home book – place in the home
- ☐ Create a just listed social media post & story
- ☐ Schedule open house
- ☐ Host a Facebook Live or Instagram Live from the open house
- ☐ Door knock 10-20 homes in the neighborhood use flyers to announce

# Q & A

