

Some Progressive Marketing Steps I'll Take To Get Your Property Sold!



1. I'll create a Sharp Website For Your Property.

It will have a unique domain name for your street address. And it will be syndicated to more than 20 major property search portals like Trulia, Zillow, and Google Base.



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2. I'll use the pictures and video footage of your property to create a visually appealing YouTube presentation.

This video will be uploaded to Youtube so that your property can be found on the very popular video sharing site.



3. I'll create a

Craigslist ad for your property and repost it on a weekly basis.

Craigslist is becoming an increasingly popular for buyers searching for homes on the internet. Your presence here will expose your property to hundreds, maybe thousands of prospective purchasers.

\$400000 / 9br - Chicago, Short Sale (with Video!)

Date: 2016-01-18, 4:16PM EST

Reply to: bowl-official17799181508@icloud.org www.chicagosales.com/

Magnificent Home With Spectacular View Of Wooded Area With A Creek.
Home Features 4 Beds, 3.1 Bath, 4 Fireplaces, Modern Open Floor Plan!



4. I'll create a Facebook ad for your property and set it to be shown 50,000 times to local users of the world's most popular social networking site.

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facebook

5. I'll post a listing on my Twitter account for your property and all my Twitter followers will see it.



It's really surprising that more agents aren't doing this.

6. I'll create a Google ad that shows up when people search for keywords related to your neighborhood and area.

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This way, as out of town people search Google for real estate, your property will show up near the top of the page.



7. Text Messaging Lead Capture. In Our Efforts To Market and Sell Your Property, I'll use Text Messaging Lead Capture Wherever Possible.

This technique allows us to capture Cell Numbers In Real Time so that we can do a an effective job of Converting Qualified Prospects Into To Appointments To See Your Property

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8. Mobile Property Website Accessed By QR Code.

By advertising the unique QR Code and mobile website associated with your property on your Sale Sign, buyers who are passing by

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will be able to instantly receive information about the property. And I'll be able to quickly follow up and present your property in its best light by calling the prospect's cell number.



9. The Phone!

This one's a simple step that most of our competitors never think to take. I'm going to call to agents who have participated in the most recent sales in your area. Chances are good that these agents might have other buyers looking in the neighborhood. It

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will be my job to keep your property top-of-mind with area agents from other companies.



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10. The MLS Done Right.

When I post your property to the local MLS system, I'll make sure the description is engaging and that the pictures present your property in its best light. This is a fundamental, but very important step that a lot of agents get wrong



11. My Database!



- **I'll make sure that everyone I know is familiar with your property.** (And I know a lot of people!)
- **My Past Clients**
- **My Current Clients**
- **Other Agents I Know**
- **My Facebook Fans**
- **My Twitter Followers**
- **Other area business owners and local residents in our database.**

12. The Usual Stuff

Pricing Your Property Right
Staging It To Sell
Open Houses (Maybe)
Broker's Open Houses
Newspaper Ads (Maybe)
Negotiating On Your Behalf...

While most agents do a good job at the "usual stuff," **the "usual stuff" doesn't interest today's modern buyer!**

While most of my competitors are skipping the items in this list, I'm busy making sure your property is exposed and presented to as many buyers as possible.

If it looks like I Rely Heavily On Web Marketing, that's because i do! Why? 90% OF Buyers Are Searching For Property Online....

AND THEY'RE DEFINITELY GOING TO KNOW ABOUT YOURS...!