

Your Custom Marketing Plan

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. Our award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is our goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

DIGITAL MARKETING THAT DRIVES RESULTS

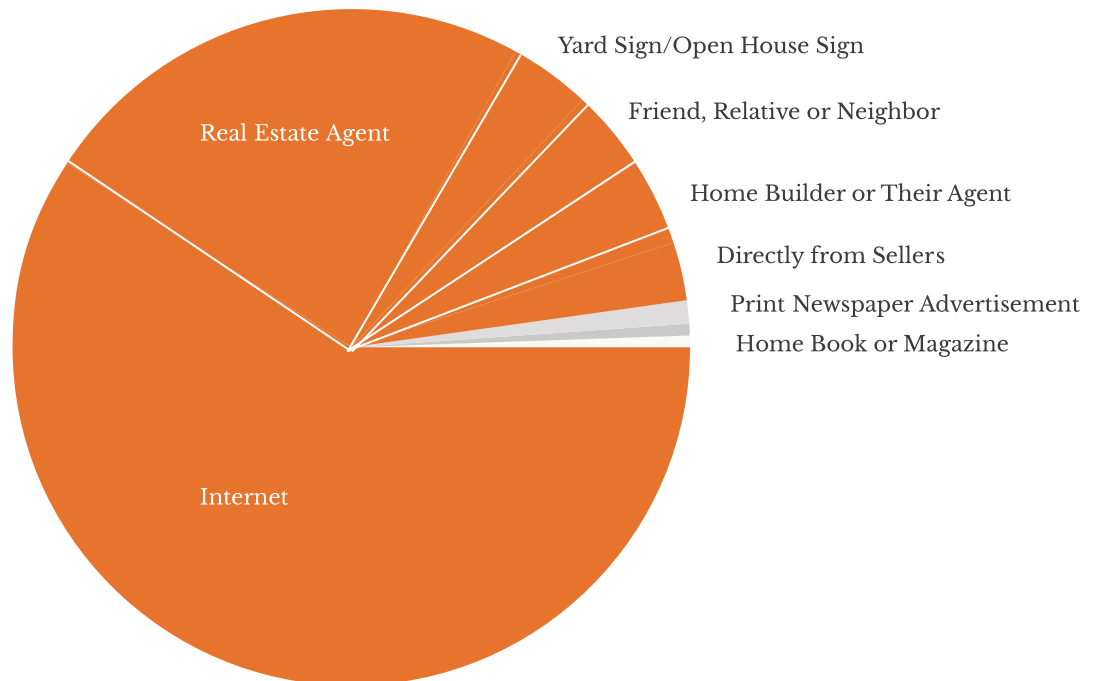


Finding Your Buyer

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, we'll work diligently to find your buyer as fast and efficiently as possible.

HOW BUYERS FIND THEIR HOME

National Association of REALTORS®
Profile of Home Buyers and Sellers 2018

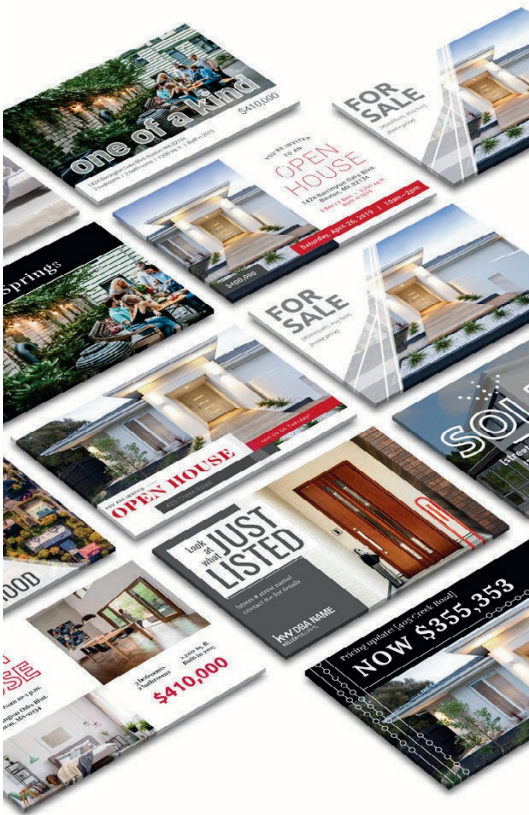


Best-in-Class Promotional Assets

SMART, TARGETED NETWORKING

From dynamic fliers, to social media posts, to beautiful postcards, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.



Your Media Plan



Social Media Collateral

Develop a series of eye-catching social media posts for Coming Soon, Just Listed, and Sol



Just-Listed Flier

Produce a just-listed flier to feature during property showings



Just-Listed Postcard

Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods

Coming Soon and Just-Listed Email

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers

Open House Invitation Email

Send targeted emails to surrounding communities and prospective buyers

Agent Website Property Feature

Showcase your property on my professional website

Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers

Strategic Promotion

COMING-SOON CAMPAIGN

- Walk-through and needs analysis
- Professional photography including drone footage
- Professional yard signage
- “Coming soon” email blast to database of all CAAR members
- “Coming soon” social media touch on Instagram and Facebook
- “Coming soon” callout campaign to highly qualified buyers

JUST-LISTED CAMPAIGN

- Launch listing on KWLS, MLS, and other syndication websites
- Professional yard signage and takeaway fliers
- “Just listed” email blast to database of all CAAR members
- “Just listed” social media post on Instagram, and Facebook
- “Just listed” callout campaign to highly qualified buyers
- Open house within 10 days of listing

Open House Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - gathering interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers.

CAPTIVATING STAGING

Staging is what creates a “wow factor” when a buyer walks through the door of your property. It's what creates an emotional response and can often influence whether or not an offer is made.

- Placing a yard sign and directional signs on key corners, all with balloons and riders
- Distributing fliers and dynamic emails, and paid Social Media advertisements to actively drive buyers to your open house
- Personally knocking on your neighbors' doors to invite them to attend and tell their friends



It's in the Details

EYE-CATCHING YARD SIGNS

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

YOUR LISTING, AMPLIFIED

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

DOOR-KNOCKING

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

HIGH-QUALITY PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

MASS MOBILE MARKETING

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!

REPRESENTING YOUR HOME

“TOGETHER YOU ACHIEVE MORE”

One of our core values as Real Estate Professionals in the Greater Charlottesville Area is "Teamwork". When selling a home, there are often several people involved to help navigate you through your "moving journey" from now to the finish line -- the closing of your home.

One person might put up a sign, another helps with marketing, a home inspector looks for defects in the property, other professionals make repairs, home staging professionals rearrange furniture, photographers make the home show its best, and other real estate agents are often involved in a successful home sale

In many successful real estate offices, you'll instantly notice that teamwork is in place. This is nothing new. You probably already know the acronym "Together Everyone Achieves More". In the real estate business this applies as well.

Here are our Team members assuring you the most successful and hassle-free service to help you market and sell your home:

- Yonna & Keith Smith, Your Marketing and Sales Team
- Emily Funk, Client Care Coordinator and Certified Staging Consultant
- Wendy Binder, YRP Marketing & Social Media Coordinator
- Brandon Harrop, Photographer
- Tucker, Griffin & Barnes, Closing Attorney
- Charlottesville Settlement, Closing Company
- Closure Title Company, Title and Settlement
- List of Contractors -- to help with preparation and home inspection repairs
- And many more!

Thank you for your consideration & the opportunity to earn your trust

We are looking forward to working with you & your family



YES REALTY PARTNERS
A Keller Williams Alliance Partner

Yonna & Keith Smith, Realtors
The YES Team at YES Realty Partners
(434) 531-0817 | (434) 531-0795
yonna@yesrealtypartners.com
www.YesRealtyPartners.com

A SIMPLE VALUE PROPOSITION

LESS TIME

My marketing firepower and exclusive tech tools will maximize your property's exposure to active buyers who want to know about your home.

LEAST AMOUNT OF HASSLE

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

MORE MONEY

By attracting the maximum amount of interested buyers, your property will sell for the highest marketable price possible.

Follow Us on
Facebook



Follow Us on
Instagram



"Opening Doors to Your Happiness"