

Marketing Your Property



Marketing is the strategy for communicating to prospective buyers that your home is for sale. While I cannot speak for other agents, I can tell you that my marketing plan will have many components; it may vary from one property to another or one month to another, based upon market conditions and the assets or drawbacks of each property. One thing is sure – marketing in the 21st century is very different than it was just ten years ago. That being said, there are lessons to be remembered from previous decades that could make the difference between selling your home or not.

Selling your home in a buyer's market must be approached differently than a seller's market. Agents that have only sold in a seller's market are inexperienced and untrained in the techniques necessary to sell in today's buyer's market. As market conditions shifted in 2006, experienced agents had no learning curve – they just reached into their files and pulled out the advertising and marketing strategies used successfully in past decades. This benefit of this experience truly gives sellers a competitive edge!

Here are some of the strategies that are included in my marketing plan:

Buyer Profile

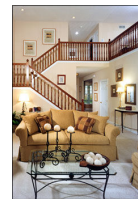
When you list your home with me, I will evaluate your property and make some educated guesses, based upon my experience, about whom the likely buyer is and how to reach that buyer. This profile takes into account factors such as nearby commuting routes, schools, recreational facilities, and major employers. This analysis will color every marketing decision I make for your property.

Networking

My network of other agents, former clients and current prospects is an essential element of any marketing plan. If you read some of the Sellers' Success Stories elsewhere on this web site, you will see reports of home sales within days of listing or even before the property went on the market – in many cases, that is due to regular contact with my extensive network.

Advertising

Advertising is more than the print media - it's the Multiple Listing Service, the Internet, mailings, radio and TV, and email to promote the benefits of your property to the target market identified in my buyer profile. Another form of advertising that will benefit you and your property is sometimes overlooked and unappreciated: corporate advertising that brings a plethora of buyers to us at RE/MAX – radio and television, billboards, sponsorships (NASCAR, Little League, Children's Miracle Network, Komen's Race for the Cure, etc.), national print media, and more.



Marketing Your Property

Multiple Listing Service

The Metropolitan Regional Information System, Inc. (MRIS) is the regional multiple listing service for Maryland, the District of Columbia, Northern Virginia, and parts of Delaware, West Virginia and Pennsylvania. MRIS provides a catalog of more than 50,000 home listings – currently available, under contract, and sold – that are listed with member brokers in the 25 local Associations of Realtors that own the MRIS. When you list your home with me, I will promptly post the information online.

Open Houses

Open houses rarely produce a buyer for the specific property that is held open, but they do sometimes produce buyer prospects for an agent. Busy agents, therefore, often choose not to hold open house for their listings because they don't have time to take on any more buyers. When you list your home with me, we can discuss the pros and cons of holding "Open House" and make a decision together.

The Internet

Surveys indicate that about 70% of today's homebuyers begin their home search online. They have greater access to data than any time previously, including real-time information about current listings which is available from the multiple listing service, Realtor.com, REMAX.com and countless other websites. The importance of the Internet to your home sale cannot be overestimated and, therefore, it is important for you to choose an agent who uses the Internet effectively. You've seen my website - compare it with other agents in the area to get a sense of how much they respect this valuable home selling tool

Marketing Your Property
Copyright 2001. All rights reserved. Margaret Woda

