



MARKET PRESENTATION

Our 11-Point Marketing Strategy

Thoughtful strategy. Broad exposure. Clear communication from launch through feedback.

1

PRICE COMPETITIVELY

Use current market data and price trends to position your home to attract the strongest buyer interest.

2

PRESENT THE HOME IN ITS BEST POSSIBLE LIGHT

Advise on preparation and presentation so buyers experience the property at its strongest.

3

CREATE VISIBLE, ACCESSIBLE PROPERTY SIGNAGE

Place for-sale signage and property materials where drive-by buyers can easily access them.

4

RESPOND TO BUYER INQUIRIES PROMPTLY

Make it easy for interested buyers and agents to get answers and keep momentum moving.

5

OPTIMIZE YOUR HOME'S ONLINE PRESENCE

Publish across local and global MLS systems and social media with strong photography and property details.

6

CREATE A CUSTOM PROPERTY WEBSITE + EXPANDED WEB PRESENCE

Give the property a dedicated website and extend exposure across Blanchette Homes, Keller Williams local and national sites, and other relevant channels.

7

CREATE PROFESSIONAL PROPERTY MATERIALS + FEEDBACK TOOLS

Provide polished flyers and comment/feedback materials for buyers and agents viewing the property.

8

MARKET DIRECTLY TO ACTIVE REAL ESTATE AGENTS

Target agents who specialize in your neighborhood and surrounding market.

9

BUILD AND PROMOTE A LEVEL 7 OPEN HOUSE PLAN

Create an open-house schedule and actively market and host the events to generate buyer attention.

10

TARGET ACTIVE BUYERS AND INVESTORS

Reach people in our database who are looking for homes in your price range and area.

11

PROVIDE ONGOING MARKETING UPDATES

Keep you informed on marketing activity and feedback from prospective buyers and agents who have visited the home.