

## **Essentials of Great Marketing for Your Home**

Selling your home yourself (For Sale By Owner) can be done successfully. However, marketing a home requires a significant commitment in time and money – and benefits greatly from the expertise a licensed REALTOR® brings.

Here are some of the essentials to great marketing for your home.

### **Good photographs**

If a picture is worth a thousand words, doesn't your home deserve great photos? Be sure that your REALTOR® uses a professional photographer or has expertise in taking photographs and using digital photo software. You want pictures to show your home off to best effect – clearly – whether on the MLS, the Internet, or in print advertising.

### **Identify the unique elements of your home**

What is it about your home that is unique – and will appeal to prospective Buyers? How can negative features be addressed turned into positive benefits? What will make *this* house stand out against the competition?

### **Get your home noticed by other agents and REALTORS®**

More than 80% of all buyers use an agent in their house search. Make sure your REALTOR® will be working hard to get other agents and REALTORS® into your home. What is your REALTOR® offering to do?

### **Show your house**

Ensure that your home is ready and available for showing to prospective Buyers. Make sure your REALTOR® will call you ahead of time for all showings. If your house isn't seen it probably won't sell!

### **Use attractive commissions**

REALTORS® and agents are more motivated when the commission is attractive. Your motivation will affect your agent – and the Buyers agent.

### **Use the Internet for advertising**

With over 70% of Buyers using the Internet in their home search you need to be seen. Make sure your REALTOR® will get you exposure on the Internet. Is your REALTOR® offering a virtual tour of your home?

### **Advertise in different media**

For the best chance of a good sale be sure that your REALTOR® is advertising your property across a number of media.

If you want your home to sell, get a good marketing plan. I would love to build a customized marketing plan for you. Let me show you what I can do for you.

My marketing plan will include the following elements:

- A customized, comparative, market analysis to help you price your property right against the competition.
- Advice on how best to prepare your property for sale.
- A comprehensive inventory of your homes features and benefits.
- Agreement on when and how to show your property through open house and private showings.
- Photography of your home showing off its best features.
- A virtual tour for Internet viewers.
- Listing on the MLS (multiple listing service).
- Promotion of the new listing on the weekly realtor "caravan".
- Frequent feedback (phone, email and – if possible – face-to-face) on progress of your listing and comparative activity.
- Newspaper advertising of your property.
- Listing on Internet search engines and real estate sites.
- "For Sale" signs on your property.
- Promotional Flyers along with the "For Sale" sign.
- Emails to brokerage sales staff
- Emails to my friend and referral list

Other items I may consider for your property are:

- A customized website featuring just your property.
- Special advertising in realtor publications.
- Catered Broker open event.
- Neighborhood brochure drop.
- Staging your home
- Cable advertising

Think about it – I could help sell your home today. I'd love to build a customized marketing plan to sell your Maui property. Call me today and let me show you what I can do for you.



**Tony Rees REALTOR® (S)**

Call: 808 – 205 2310  
eMail: [Tony@TonyRees.net](mailto:Tony@TonyRees.net)  
website: [HomeBuyersMaui.com](http://HomeBuyersMaui.com)

**Carol Ball & Associates**  
76 E. Kaahumanu Ave. #A6  
Kahului  
HI 96732

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