

# Your Real Estate Marketing Plan

## Page 1 of Your Customized Marketing Plan

We are ready to assist you with the plan outlined below. In all cases the marketing costs will be paid for by us, not you.

- **Hire a professional home stager** to assist you with the staging plan for your home. Our stager will tour your home with you and create a detailed [report](#) of staging recommendations.
- **Hire a professional photographer** to create the [photos](#) for your listing. Over 90% of all home buyers now go online when they search for real estate, so it's critical for the online photos to be of very high quality. Our photographer uses high-end equipment with a wide angle lens. He makes each room appear as bright and spacious as possible. Your professional photos will command the attention of buyers who are browsing listings on the internet.
- **Place a digital photo frame at your home** – displaying your yard's [beautiful landscaping](#) throughout the seasons.
- **Create a high def video tour** for your home, using the services of the professional photographer noted above. Your [video](#) will be professionally narrated and marketed on YouTube.com and many other video web sites.
- **Create a bound and PDF book about your home.** Your [book](#) will leverage your professional photos. It will fully communicate to buyers the many selling points of your home and neighborhood.
- **Create a list of improvements you've made to your home.** We will document the improvements you've made by year, along with estimated costs, so buyers fully understand the investments you've made in your home.
- **Market your home via the South Central Wisconsin MLS.** Your home will be available for viewing on the thousands of local, national and international websites that display a feed from the MLS.