

# 30 Day Marketing Plan

## Pre-listing Marketing Campaign

### Week 1

- ✓ Consult with seller
- ✓ Schedule stager
- ✓ Order professional photography and virtual tours
- ✓ Send "Coming Soon" piece to our buyer, investor and realtor databases

### Week 2

- ✓ Open house prior to listing property in the MLS, exclusive for neighbors
- ✓ "For Sale" sign in front yard
- ✓ Feature "Coming Soon" listing on social media and blog
- ✓ Facebook campaign featuring "Coming Soon"/"Not Yet In The MLS"

## Marketing Campaign

### Week 3

- ✓ Listing goes live on the Multiple Listing Service
- ✓ Syndicate listing to thousands of websites, including Zillow showcased homes
- ✓ Create custom listing flyers/emails/social media graphics
- ✓ Send "Just Listed" email to database
- ✓ Feature as "Deal of the week" piece to current buyers/investors database
- ✓ Active phone calls and emails to our network of agents and buyers
- ✓ Host multiple open houses during first weeks of listing
- ✓ Create exclusive landing page for listing with professional photos and virtual tour links

### Week 4

- ✓ Promote listing at Broker's Caravans, office meetings and real estate networks
- ✓ Feature listing on our team website and broker website
- ✓ Advertise listing to network of all Windermere Agents in San Diego County

# Photography is Crucial



Photography is the most important part of real estate marketing. It is crucial to work with a professional that knows how to make your home look its best.

We use the highest quality visual media.

- ✓ Professional Photography
- ✓ Full Motion Video
- ✓ Helicopter and Drone Video
- ✓ Stunning Property Tours
- ✓ Twilight and Sunset Photography



# Great Looking Marketing

## JUST LISTED

400 N The Strand #52  
Oceanside, CA 92054



\$749,000 - \$795,000 | 2 bedroom | 2 bath | 1,070 Sq Ft | \$375 HOA

A Stylish Home Close to Everything in San Diego!

This newly remodeled space is bright and refreshing with a coastal chic vibe. Fall asleep to waves hitting the sand and wake up to the sun glimmering off the ocean in your condo by the beach. This 5k unit complex is just large enough to have its own personality within its walls, making the tenants feel safe and welcomed down every sidewalk.

### Favorite Features:

proximity to the beach • local farmer's markets • tons of space inside to outside • bike rentals close by for visitors • Tin Fish (fish taco heaven) • close to the cooler (avoid crowds during the races) • friendly beach atmosphere • many windows let light pour in • quaint built-ins



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Windermere  
HOMES & ESTATES

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Know anyone who loves open floor plans, natural light, fresh ocean breezes and a view of Mission Bay? Well tell them to come join us tomorrow, Saturday 1 - 4 PM cause this house is OPEN!

3644 Baker Street, 92117 - see you there! #openhouse  
#sandiegorealestate



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Write a comment...

100  
People Reached

37  
Post Clicks

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North Pacific Beach >



47%  
FASTER

16587 4S RANCH PKWY  
SOLD 47% FASTER THAN SIMILAR HOMES  
IN 4S RANCH (WITH MULTIPLE OFFERS!)

## NOW VA APPROVED!



Price Improvements and VA loan approval!

What is a VA loan and why is this so important?

This is a loan guaranteed by the U.S. Department of Veterans Affairs. The current VA loan limit in San Diego is \$660,760, which means eligible military service men and women can be approved for a home loan up to that amount with little to no down payment and comparably low interest rates.

Download Financing Flyer Here!



## Dream home in the heart of 4S Ranch

We want to invite you to experience this home for yourself!! All 92127 residents and friends are invited to join us at 4 PM on Saturday June 11th to enjoy appetizers and champagne while exploring this amazing Amherst home. The versatile floor plan, abundant windows and chic design will have you hooked!

- 5 bedroom
- 3 bath
- 3,112 sqft
- \$899,000 - \$959,000

Exclusive Neighbor Preview (yes that's YOU!)

Saturday, (TODAY!) June 11th: 4 - 5 PM

Open House, Sunset Soirée (open to everyone!)

Saturday, June 11th: 5 - 7 PM

Sunday, June 12th: 2 - 5 PM

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REAL ESTATE  
HOMES & ESTATES



# Nosy Neighbor Party

We told you that we have fun with our marketing. To get the neighborhood interested in your home we host Open Houses with a special twist that everyone loves.

Rather than letting your home sale become a neighborhood annoyance, we get the community involved. In addition to hosting traditional Open Houses for buyers, we also host a special "Nosy Neighbor Party."

We have found that by reaching out to neighbors, keeping them informed and even inviting them over to view the home has created more sales opportunities for our clients.

It's in your neighbor's best interest for your home to sell for top dollar. We remind them of this simple fact and encourage them to help them pick their next neighbor.



## Nosy Neighbor Party

this Saturday, October 24th  
from 12 - 1 PM

**4070 Rosenda Ct. #219**  
**1 bed + loft/1 bath/ 685 Sq Ft**

There's a new listing in town and we want you to be the first to see. Come spy on your neighbor's pad. Ask what makes this master bedroom so special...

Want to pick your next neighbor? **Bring a friend!**

We love questions! Have something you're dying to ask us before the event? Call or text us at 858-229-6173

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# Perfectly Personalized

Ever notice how boring some real estate ads are? Our team takes the time to learn all the great things about your property and bring your home's best features into our custom marketing.

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## **fun facts about 14680 Deerwood St. Poway, CA 92064**

1. Located within the very sought after Poway Unified School District.
2. There is an annual block party where they block off part of a cul-de-sac and whoop it up!
3. You can often see hummingbirds, robins and hawks at the water feature in the backyard and in the canyon.
4. Centrally located to the best hiking in San Diego: Mt. Woodson, Black Mountain Park and Iron Mountain.
5. Steps away from Silverset Park, with a baseball field, play structure and jogging track.