

MODULE X: Marketing a Listing

Okay, You've
got a Listing!

Now what?



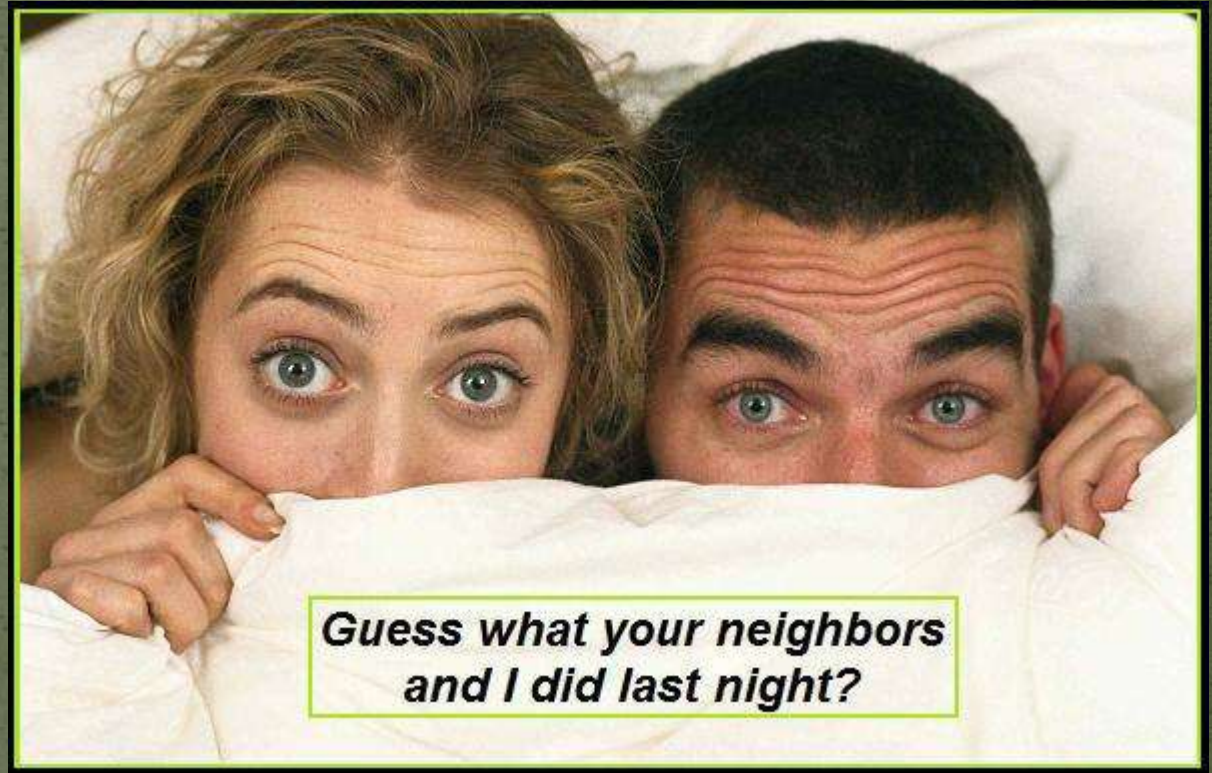
MODULE X: Marketing a Listing

Everyone
Practices
the 3 P's...



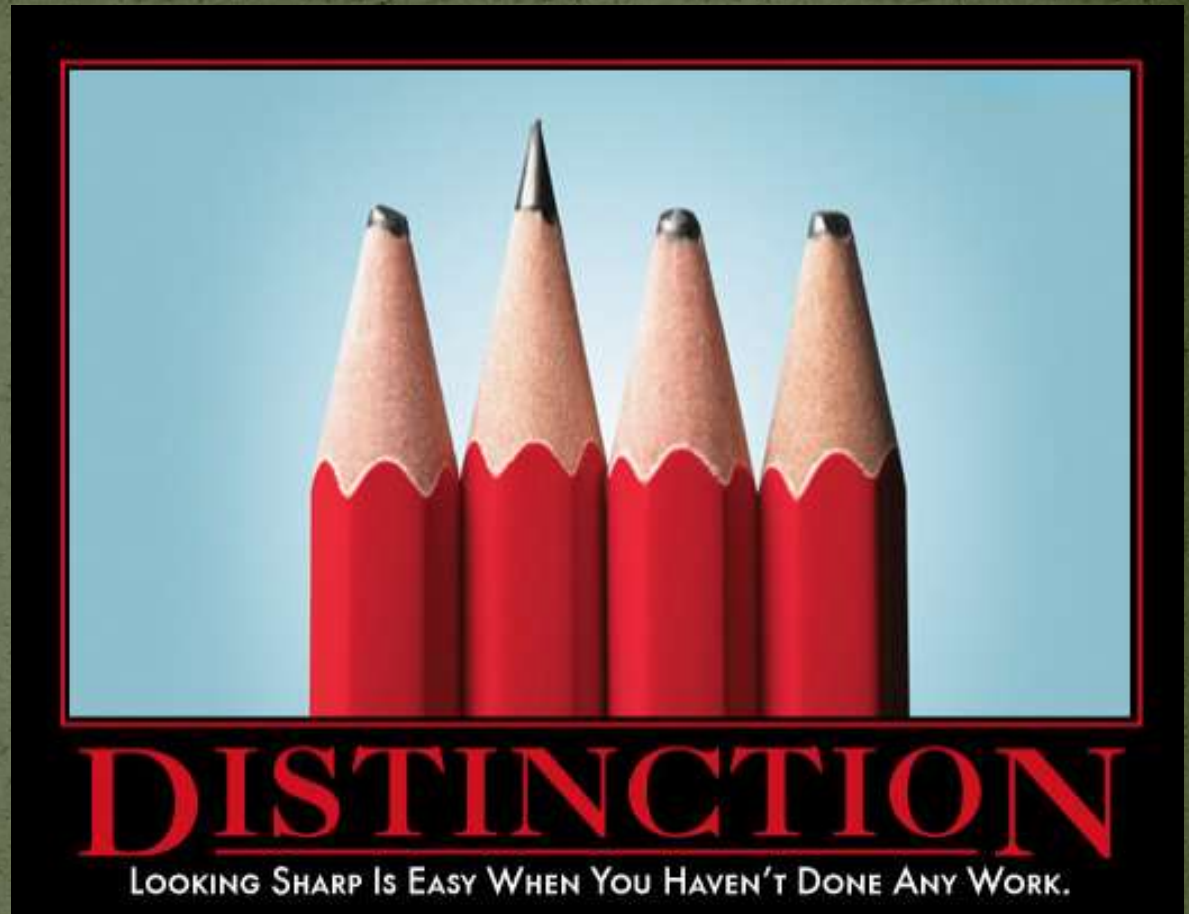
MODULE X: Marketing a Listing

Distinguish
between
marketing
the listing
and
marketing
for MORE
listings...



MODULE X: Marketing a Listing

What will
you do to
set yourself
apart?



MODULE X: Marketing a Listing



The comforts and luxuries of Coronado can be yours with this Developers Unit. First time on the market!! No expense was spared in this incredibly elegant, ultra updated condo. Features an expansive floor plan, two large bedrooms, two bathrooms, a den and a beautifully designed office. French doors lead to the outdoor covered patio with a built-in BBQ and fireplace, creating additional living space with views of downtown San Diego! Offered at \$1,995,000



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Syndication...

Trulia
Zillow
R.Com
ListHub
Craigslist
Facebook
Linked-In
Pinterest



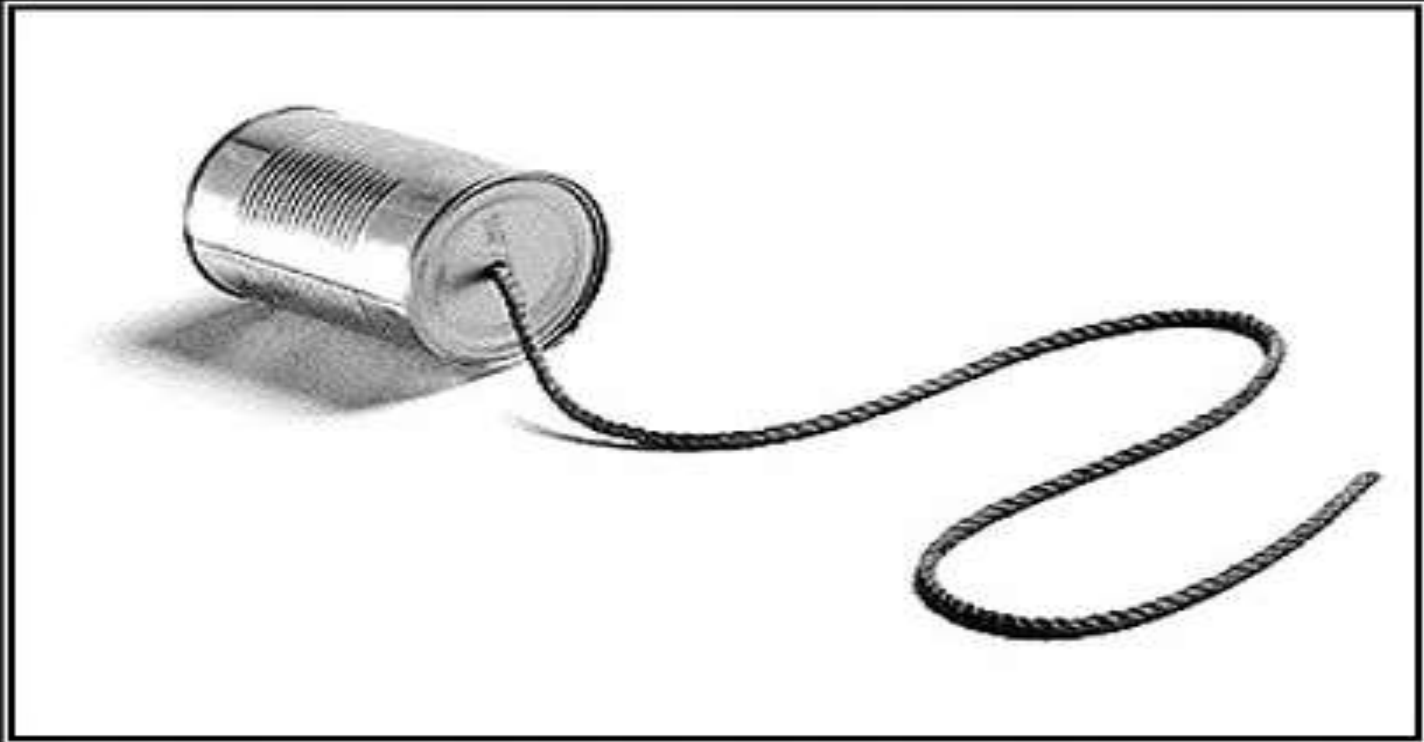
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Single Source for over
95% of residential sales...



Extras!
Showing
Instructions,
Driving
Instructions,
How to Show
my Listing, &
Online
Documents





COMMUNICATION

It's best to pretend people are actually listening to you.

Over-communication is
a rare complaint!



Let's touch on Fair Housing Laws in Colorado

Protected Classes*:
Race, Creed, Color,
National Origin,
Ancestry, Marital Status,
Religion, Familial Status,
Disability, and Sexual
Orientation.

*Extends to Commercial
Property as well.



BEWARE!



Coming Soon!

Who benefits from a
coming soon campaign?





Who benefits from
Open Houses?

Who benefits from...

Just Listed Cards

Just Sold Cards

Perimeter Door Knocking

Electronic Flyer Delivery

Personal Web-site Mktg

Social Media Posts

Syndication in General



Working with your REALTOR colleagues



Be Seen
Be Known
Be Courteous
Be Curious
Be Tolerant

