

Marketing Your Home

It is imperative to understand the marketing plan that a seller's agent is implementing to sell their client's home. This can be the difference between 15 potential buyers viewing your home's listing information and 1,000 potential buyers viewing it.

There are several arenas that could be used to market your home.

Brochures

High quality full-color brochures and outdoor information boxes will provide any potential buyer who passes by your home all of the vital information concerning your home.

Email Campaigns

By utilizing our vast database, thousands of potential buyers and agents would receive detailed information pertaining to your home. This information is sent periodically to entice buyers and agents.

Multiple Listing Service (MLS)

The MLS is a key spot for seller information to be hosted. It is the main access point for buyer's agents to provide their buyers with information regarding homes currently for sale.

Open Houses

An open house can be held for brokers, buyers or both at the same time. This will increase foot traffic in your home by advertising that the agent will be onsite for open viewings and questions.

Signage

Signs that are placed strategically in front of the home, within the community and outside of the main subdivision can drive traffic to a seller's home.

Virtual Tours

A virtual tour provides potential buyers with a 360° view of the seller's home which entices them to schedule a formal viewing. The virtual tour link can be attached to MLS listing entered by the seller's agent. Although there is a small fee to create a virtual tour, the pay-off is priceless.

Website Marketing

With the internet changing the way items are sold in today's market, especially real estate, marketing a home on the web is essential to increasing traffic. Here is a short list of sites that

would host detailed information regarding any listings that we own:
www.theomnirealtygroup.com and www.realtor.com.

Contact us to begin the process in selling your home!!