PROMOTION



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WILLIAM DAVIS REALTY
DALLAS FRISCO HOUSTON

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The internet is the dominate venue for marketing and advertising residential real estate today. Key ingredients are:

- **Photography** - selling homes to today's buyers requires providing them with as much information that technology will allow them to receive quickly and easily to help them find the home of their dreams. Professional high quality pictures that have clarity, color and content is a key area. I employ professional photographers that are very experienced with the latest techniques and venues.

- **Description** – providing descriptions in all the pictures and videos is critical to elaborate the "features" of your home and help the buyers find the "benefits" of having those features. This is where you are a great help in identifying features you have enjoyed in your home since you have lived there for a period of time, in addition I ask for external features of the neighborhood and surrounding area. Presenting "Features/Benefits" to the buyer does engage them at an emotional level and makes your home more desirable to them.

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When we complete collecting all the pictures/videos and descriptions I incorporate them into my advertising and marketing campaigns.

- **Advertising** is a passive set of events that is used to expose your listing into the market place. Examples of advertising are newspaper ads, realtor.com ads, flyers, postcards, billboard signage, yard signs etc…

- **Marketing** is an active set of events promoting the sale of your home to a group of potential buyers within our (WILLIAM DAVIS REALTY) sphere. Examples of marketing would be Facebook, Instagram, Twitter, Open houses, canvassing local homeowners, holding broker luncheons, etc…

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The Pre MLS-release we market to a potential of 150,000 to 200,000 clients and friends within our WILLIAM DAVIS REALTY **combined** social network. In WILLIAM DAVIS REALTY we aggressively work at combining our +320 REALTOR social networks to insure we expose your listing to more potential buyers than any other brokerage in the Dallas Fort Worth area. There is power in numbers and we work to nurture our social network so that we can provide value to all our clients.

During Post MLS-release we implement all of our local marketing and advertising campaigns. WILLIAM DAVIS REALTY(corporate) has been and continues to invest in all of the new technological venues to market and sell residential real estate.

ARE YOU READY TO SELL?

Douglas (Doug) Clark
WILLIAM DAVIS REALTY

If this sounds great to you just give me a call and we can get started on the path to getting your home SOLD at the highest price in the shortest amount of time.

