

MARKETING YOURHOME

Marketing your home properly is a huge component in selling your home quickly and at the best price. Because we are of the younger generations of real estate brokers, we use technology to its fullest; from professional photography, virtual tours, social media advertising, to Zillow, Trulia, Realtor.com, and many more websites. Your home will be marketed to the max. Did you know that 9 out of 10 people search for homes online and decide then and there whether or not they are interested in seeing the home in person? The internet speaks volumes when it comes to marketing your home. I will provide some of the best internet presence that our industry has to offer.

PROFESSIONAL PHOTOGRAPHY

We hire a professional photographer that will capture your home's best features. Having a stellar online presence first starts with high-quality photographs. Our job is to help you make your home look as attractive to buyers as we can. We want to showcase the best features that your home has to offer so that we can get more buyers in the door and offers coming in. We do a minimum of 20 photos and an online virtual tour.

ONLINE PRESENCE

Your home will go on hundreds of different websites. Some of the top websites in our industry include Zillow, Trulia, Realtor.com, Remax.com, Homes.com, Craigslist, Braxtonhomes.net, Facebook, Twitter, and many more!

NETWORKING

One of the many ways that we market your home is simply through our personal and business network of people. We may also do what is called a Broker Open. This is where we invite all brokers from around the area to come and tour the home. This makes other brokers aware that your home is on the market so that when they have a buyer looking in that price range, your home is one of the first that comes to mind. They will also give feedback on pricing, staging, and anything that will help sell the home quicker.

PRINT MEDIA

For each home we list, we will provide high-quality fliers for buyers that walk through the home.