



# Listing Marketing Plan

TO ATTRACT MORE BUYERS TO  
YOUR HOME IN TODAY'S MARKET

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RE/MAX<sup>®</sup> SunQuest







# WELCOME TO YOUR LISTING MARKETING PLAN

I'm honored to share with you a comprehensive, modern strategy thoughtfully designed to make your home stand out.

Each component is key to attracting more qualified buyers, generating higher offers, and selling your home as quickly as possible in today's market.

From an innovative social media strategy to enhanced promotions, the attention to detail throughout your home's marketing plan highlights all your home has to offer while standing out from the competition.

This modern marketing approach, combined with our purposeful positioning of your property, including pricing and staging, is proven to generate the results you're looking for.

So, I invite you to learn more about the marketing approaches I'll leverage with the goal of successfully selling your home, and thank you for the opportunity to list your home.

*Liz Opatie*



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## YOUR HOME'S STORY

I'll begin your marketing plan by crafting a compelling description of your home and what makes it unique.

This written overview will be used in MLS and appear on all real estate search sites. It will also be featured as content on any print marketing materials, social, email, and more!

Your professionally written "home story" will draw buyers' attention to your home's features, share important details, and entice buyers to take the next step.

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*"Your home will come to life for buyers before they even step through the door!"*

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# PROFESSIONAL PHOTOGRAPHY

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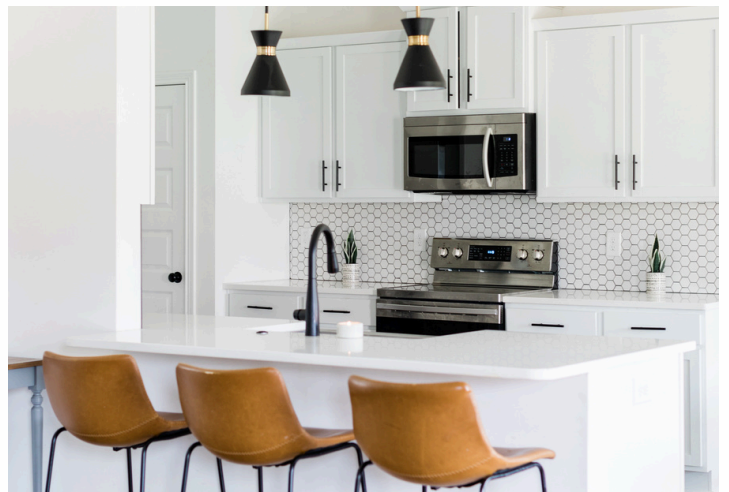
Your home will shine in the best possible light with professional interior and aerial photography.

These high-quality images put your home's best foot forward, highlight top features, and allow potential buyers to explore all the details.

Studies have also found that listings with pro images generate more views online.

Buyers also report photos as an integral component in choosing which homes to schedule showings for.

To leverage its effectiveness, we'll use these images across all marketing efforts, from the online listing to social media, print marketing, and more.





# VIDEO CONTENT

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Video marketing brings your home to life and captivates potential buyers.

In today's digital world, people watch more videos than ever across social media and online. Yet, not all listings feature videography!

For potential buyers browsing homes on social and real estate search sites & apps, video stops their scroll. By featuring a video, your home will capture more attention online.

It also easily allows those buyers to connect with the details of the home right away and start envisioning their life in the property!

Your home's video marketing will include:

- Professional videography
- A walkthrough style tour
- Trending video content for social







## THE TOP REAL ESTATE SITES & APPS

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Your home will be featured on all the major real estate search websites and apps to maximize its online exposure. Today's buyer heads online, and according to a recent study by NAR, 97% of all homebuyers use the internet in their home search.

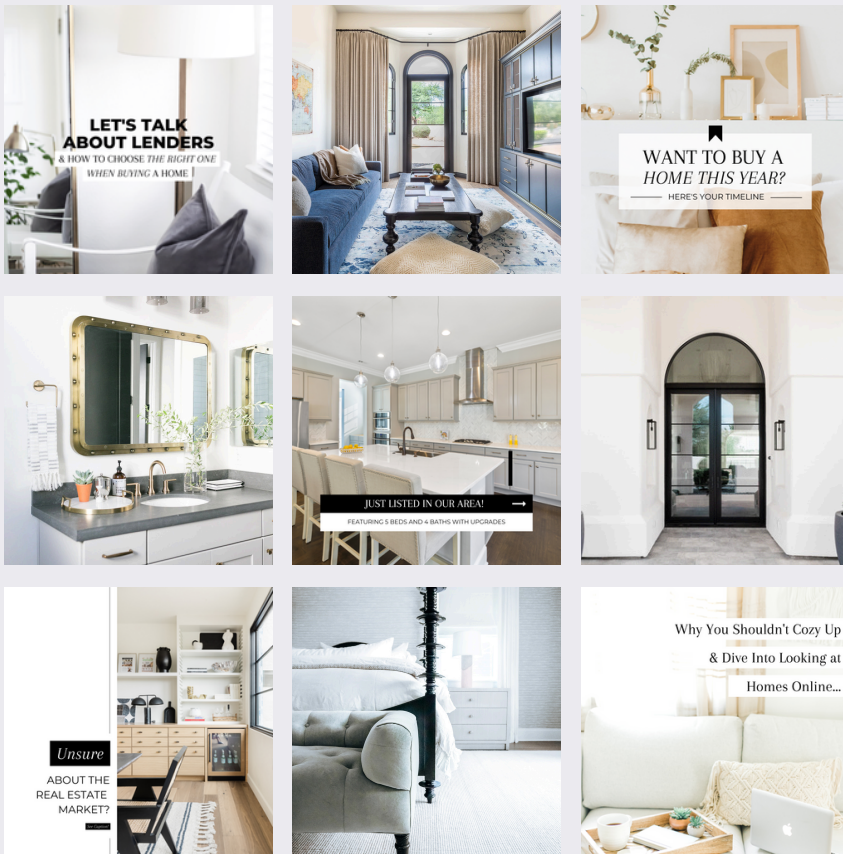
By showcasing your home across the most popular sites, your home will receive more views. It will also stand out from other listings with your engaging "home story," professional images, and any video content.

REALTOR.COM

ZILLOW

TRULIA

& MANY MORE REAL ESTATE SITES!



## SOCIAL MEDIA STRATEGY

Today's buyers don't just browse listings—they scroll, swipe, and search for their next home. That's why I take a strategic approach to social media marketing, using each platform in multiple ways to connect with potential buyers where they're already looking.

I create Reels, swipeable Carousel posts, YouTube videos (both long and short-form), and posts with direct links to your listing—all designed to keep your home in front of the right audience. The trick isn't just being on social media; it's using each platform effectively to reach buyers at different points in their journey—whether they're exploring neighborhoods, looking for home-buying tips, or actively searching for their dream home.

To position your home front and center, I implement a comprehensive social strategy that works to attract, engage, and convert buyers. With videos, Reels, stories, and targeted social posts, I'll make sure your home stands out—capturing attention and driving interest from serious buyers. Plus, I use paid advertising to amplify reach, ensuring your listing gets in front of the right audience at the right time, maximizing exposure and results.



*"My social media strategy is designed to attract local buyers while highlighting your home in an engaging, modern way."*

### FOLLOW ME



@west.michigan.real.estate





# PROMOTION TO NETWORK

When you work with me to list your home,  
you'll also have access to my vast network,  
maximizing your home's exposure to the  
right buyers as quickly as possible.

I'm proud to be affiliated with the leaders  
in our real estate industry. RE/MAX is a  
global company that has an enormous  
network to offer our clients.

The power of our  
network **is our network.**



**9,000+**  
Offices  
Worldwide\*

**140,000+**  
Agents  
Worldwide\*

A presence in  
**over 110**  
countries &  
territories\*

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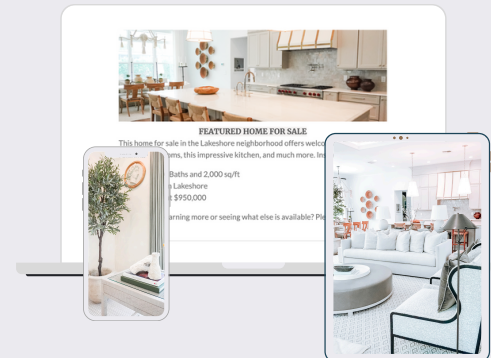
# EMAIL MARKETING

Email marketing is a direct and effective way to get your home in front of more potential buyers.

Capitalizing on the power of my network, I'll use email to send your home to those who may be most interested in buying.

Featuring your "home's story" and engaging visual content, your home will be prominently displayed in my email marketing efforts that people are already looking forward to receiving.

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*"Your home will be  
in the inbox of more  
buyers as a featured  
property in my  
email newsletter"*

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# OPEN HOUSE WITH ENHANCED PROMOTIONS

Your modern open house strategy features an in-person event and is amplified with the latest in marketing.

These purposeful events will be well-designed to support the sale, including marketing to maximize attendance and creating a welcoming atmosphere that encourages guests to fall in love with your home.

I'll welcome potential buyers inside to take a first-hand look at your property while generating more local buzz through the following marketing promotions:

- Social media posts
- Promotion on the search sites
- Email invitations
- Personally invite the neighbors (they love to invite their friends/family who may be potential buyers)
- Print marketing pieces
- Local signage & more!



**10840 HARVARD AVE NE  
ROCKFORD, MI 49341**

Offered at \$409,900



This beautifully renovated farmhouse offers modern luxury. Completely redone from the studs out, it boasts high-end finishes such as quartz counters, vinyl plank flooring, sliding barn style doors, & many custom touches. The dream kitchen has subway tile backsplash, floating shelves, & new stainless appliances. The primary bedroom is spacious and features two separate closet spaces as well as a private bath with double sinks for added convenience. Upstairs, you'll discover 3 bedrooms, a bonus flex room (perfect for a home office/hang out space) & a laundry room. You'll love the long list of new items: windows, siding, well, roof, furnace, hot water heater & A/C. Outside, enjoy the view of Scram Lake from the inviting patio. The 2 stall attached garage, 3/4 Acre lot & new driveway add to the appeal. Don't miss out!



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## HIGH QUALITY MARKETING MATERIALS

Marketing materials are an impactful way to professionally present your home through beautiful imagery and captivating language. These are tangible pieces buyers can refer back to and will highlight all of the property's top features.

Your home's marketing materials will include:

- Property Flyers With High Quality Photos & A Floor Plan
- Open House Flyers
- A High Quality Post Yard Sign
- & More!

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*"From the sign  
in your yard to  
your home's  
representation  
in print pieces,  
no detail will be  
overlooked."*

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# HOME SELLER TESTIMONIALS

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*"She always kept us updated and walked us through each and every step of the process. She knows how to market your home through staging, professional photography, a huge internet presence and her knowledge and years of experience."*

*-BETH M.*

*"Liz pays attention to details and helps you create a very warm atmosphere in your home that appeals to buyers. She went above and beyond what needed to be done to sell our family home."*

*-TIMOTHY M.*

*"Her experience and professionalism was a key factor in us getting the maximum value for our home. Her preparation and honest assessment of what needed to be done to the home to prepare for the listing and showing process was exceptional."*

*-MONTIE A.*

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# YOUR TRUSTED MARKETING PRO & LOCAL AGENT

Thank you for the opportunity to list and  
sell your home.

You can rest assured that I'll promote  
your home in the most strategic and  
modern ways possible, all while  
maintaining my commitment to  
customer service to you.

Through an innovative approach to  
marketing, dedication to excellence and  
professionalism, and genuine care, I'll  
work to ensure that selling your home  
with me is a positive experience every  
step of the way.

*I look forward to celebrating with you  
at the closing table in the near future!*



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## CONNECT

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