



MY
marketing
PLAN



Sweet Living
1-405-570-7375
SweetLivingOK.com Realty

Jamie Danner

BROKER / OWNER
REALTOR

405-762-6214





Welcome to the **Sweeter** side of Real Estate!



Marketing That Drives Results

My marketing plan strategically combines traditional methods with innovative digital strategies, ensuring your property stands out in today's competitive market.

Beyond the MLS

Enhancing your home's visibility by listing it on over 300 top real estate websites, using innovative strategies to ensure it stands out, aiming for a rapid and profitable sale.

Professional Photos

Collaborating with leading photographers, I capture your property's essence in high-quality images, creating an emotional connection with potential buyers and maximizing market potential.

Single Property Websites

Each listing receives a dedicated webpage, showcasing its features through professional photos and detailed information, providing a thorough and immersive experience for buyers.

HD Walk-Through Videos

High-definition videos offer a detailed view of your home, allowing potential buyers to explore its beauty remotely, enhancing the listing's appeal and broadening the audience.

Targeted Advertising & Loan-Specific Ads

By focusing on buyers pre-approved for mortgages in your home's price range, targeted and loan-specific ads aim to quickly connect you with financially prepared buyers.

Text for Info Program

"Text for Info" signs provide instant access to your property's dedicated webpage, merging digital marketing with physical presence to capture immediate buyer interest and increase visibility.

DECIDING TO SELL



Making the decision to sell your home is a significant step, often filled with emotional and financial considerations. At Sweet Living Realty, we understand the importance of this decision and are committed to guiding you through each phase with the utmost care and professionalism.

Understanding Your Motivation

Every seller has a unique story. Whether you're upsizing, downsizing, relocating for work, or looking for a lifestyle change, understanding your motivation helps us tailor our approach to meet your specific needs. We begin by listening to your story, your goals, and your concerns, ensuring that our strategy aligns perfectly with your objectives.

Cost of Selling

Be aware of the costs involved in selling a home, including agent commissions, closing costs, potential repairs, and moving expenses. Sweet Living Realty offers a transparent breakdown of expected costs to help you plan your finances effectively.

Assess Your Financial Situation

Evaluate your current financial status and how it aligns with your future goals. Consider your home's equity, mortgage details, and any market debts or liens that might affect the sale. Understanding your financial landscape will help in setting a realistic price and in making informed decisions throughout the selling process.





CMA & PRICING

Competitive Market Analysis

A CMA is a report that includes detailed information about your home and a selection of comparable properties, or "comps."

These comps are carefully chosen based on criteria such as **location, size, age, condition, and features** of the properties.

By analyzing these aspects, we can estimate a fair and competitive market value for your home.

This analysis is crucial for setting a competitive and fair price, ensuring that your property attracts the right buyers and sells within your desired timeframe.

With a CMA, you're equipped with the knowledge to make informed decisions, aligning your pricing strategy with market realities and maximizing the potential for a successful sale.

Setting the Right Price

Setting the right price for your home is one of the most critical steps in the selling process. It can determine how quickly your home sells, as well as the final sale price.

We use a strategic approach to price your home effectively, ensuring it attracts the right buyers and offers you the best return on your investment.

An overpriced home may deter buyers and prolong its time on the market, potentially leading to a lower final sale price.

Conversely, underpricing can result in a quick sale but might mean missing out on the full financial potential of your property. Thus, finding the right balance is crucial.

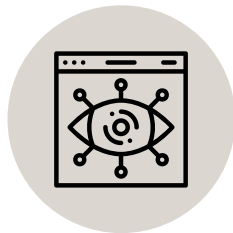
In summary, setting the right price is a nuanced and critical step. It's about making your home appealing to buyers without compromising on its worth.

MARKETING FACTS



Digital Dominance

Over 90% of buyers start their home search online. A strong digital presence is crucial.



Visual Impact

Listings with high-quality photos and virtual tours receive significantly more views and engagements.



Social Media Influence

A substantial portion of potential buyers discover property listings through social media platforms.

Wide Reach

Leveraging platforms like Facebook, Instagram, and Tiktok, I create social media campaigns that increase visibility and engagement.

Targeted Ads

My social media ads are targeted based on user behavior, location, and interests, ensuring the right audience sees your property.

Content Strategy

My social media campaigns are anchored by a robust content strategy that includes high-quality images, engaging video tours, and compelling property descriptions.



FACEBOOK FACTS



Broad Reach

Facebook has over 2 billion active users, offering a vast audience for property listings.



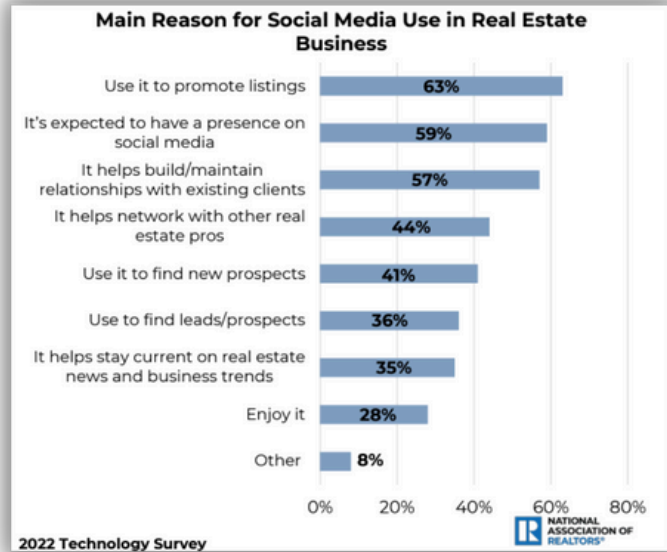
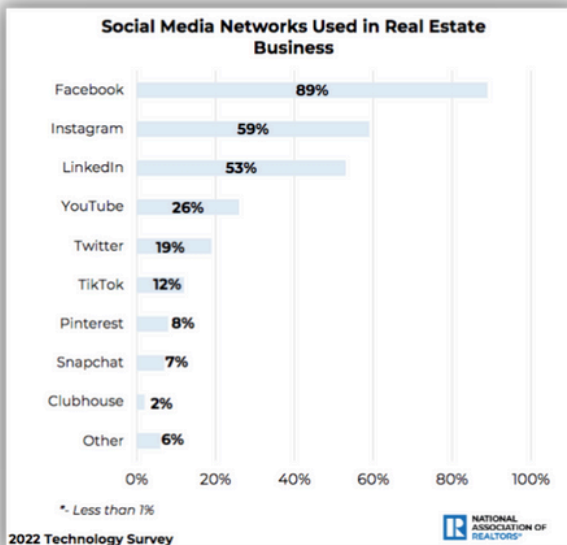
Targeted Advertising

We use Facebook's advanced targeting features to reach potential buyers based on location, interests, behavior, and more.



Engagement Awareness

Our engaging content strategy includes virtual tours, high-quality images, and compelling property website to attract and retain buyer interest.



OPEN HOUSE STRATEGY

Maximizing Exposure and Engagement

The open house is a pivotal aspect of the real estate selling process, providing a unique opportunity to showcase your property to potential buyers.

My approach is designed to maximize exposure and create an engaging experience for visitors, enhancing the likelihood of a successful sale.

I ensure that the property is well-lit, clean, and inviting. Light refreshments are often a nice touch to make guests feel at ease.

Creating an Experience

Welcoming Atmosphere

I ensure that the property is well-lit, clean, and inviting. Light refreshments are often a nice touch to make guests feel at ease.

Interactive Tours

I conduct guided tours, highlighting the property's best features and answering questions in real-time.

Feedback Collection

I encourage visitors to provide feedback, offering valuable insights into the market's perception of your property.



Staging

I sometimes recommend staging services to accentuate your home's features and create an inviting atmosphere.



High-Quality Signage

Eye-catching signage is placed strategically in the neighborhood and surrounding areas to attract passersby and local traffic.



Information Packs

Comprehensive information packs, including property details, photographs, and relevant documents, are prepared for visitors.



PRE-LISTING PREPARATION



With 95% of buyers looking online at some point in their home search, mastering the digital space is a must.

My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online.

It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

Preparing Your Home for the Spotlight

Preparing your home for sale is a critical step in the selling process. It involves more than just a superficial clean-up; it's about presenting your property in a way that maximizes its appeal to potential buyers.

This preparation can significantly influence not only how quickly your property sells but also the price it fetches in the market.

Decluttering Your Home

The first step in preparing your home involves decluttering and depersonalizing each space. Removing personal items like family photos and mementos allows potential buyers to envision themselves living in the space.

Decluttering also makes rooms appear larger and more inviting. This process might require you to rent storage space temporarily, but the investment is often worth it, given the impact on buyers' perceptions.

PRE-LISTING PREPARATION



The Importance of a Pristine Home

Next, focus on deep cleaning and minor repairs. This can range from fixing leaky faucets to patching holes in walls. A spotless home makes a great first impression.

It suggests the property has been well-maintained, which is a key selling point. Consider professional cleaning services, especially for carpets and windows, to ensure your home looks its best.

Enhancing Your Home's Curb Appeal

Curb appeal is equally important. The exterior of your home is the first thing potential buyers see, so it must be inviting.

Simple actions like painting the front door, planting flowers, or mowing the lawn can significantly improve curb appeal.

Ensure that any outdoor spaces, like patios or decks, are clean and well-maintained.

Creating the Right Atmosphere

Finally, it's essential to consider the ambiance of your home during viewings. Small details like ensuring the home is well-lit, adding fresh flowers, or even baking cookies before showings can create a warm, inviting atmosphere.

These touches can make your home more memorable and appealing to potential buyers.

LISTING YOUR HOME



The Excitement of Listing Your Home

Listing your home is a pivotal stage in the selling process, where strategic planning and execution come into play to ensure your property not only reaches potential buyers but also resonates with them.

This phase is about much more than just putting a "For Sale" sign on your lawn; it's a multifaceted approach that involves marketing, pricing, and presentation to maximize your home's appeal and value.

Navigating the Active Listing Period

With 95% of buyers looking online at some point in their home search, my marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online.

Then based on market response and feedback, strategies may be adjusted for optimal effectiveness.

Evaluating Offers

As offers start to come in for your property, my expertise becomes invaluable in navigating these proposals. I offer professional advice on assessing the merits of each offer, looking beyond the price to consider the buyer's terms and any potential contingencies.

My experience and market knowledge become especially crucial during negotiations, guiding you to secure the most favorable deal. I am dedicated to representing your interests effectively and ensuring a successful and gratifying sale.

With my support, you can approach this complex and critical stage of the home selling process with assurance and clarity.





NEGOTIATIONS

Securing the Best Deal

Negotiations are a pivotal stage in the home selling process, where offers from potential buyers are meticulously evaluated to reach a sale price and terms that are mutually agreeable. This phase demands adept negotiation skills to ensure that your interests are thoroughly represented and safeguarded.

Throughout the negotiation process, I meticulously assess each offer, taking into account not only the proposed price but also the buyer's financial qualifications, contingencies, and suggested timelines. My responsibility is to equip you with professional guidance on each proposal, aiding you in comprehending the nuances and formulating an informed response.

The Power of Navigating an Agreement

Counteroffers are a common and crucial aspect of the negotiation phase, especially when the initial offer from a potential buyer doesn't fully meet your expectations or objectives.

Crafting a counteroffer requires a strategic approach to adjust specific terms of the original offer, such as the sale price, closing costs, repair contingencies, or the closing date.

The Final Steps to Selling Your Home

Once both parties agree on terms, the deal enters the finalization stage. At this point, the focus shifts to ensuring all agreed-upon conditions are met, and the necessary paperwork is prepared.

This step solidifies the agreement and sets the stage for the official closing process.

FINALIZING THE DEAL



Inspections: Ensuring Transparency and Trust

A critical component of finalizing the sale is the home inspection, where a professional inspector assesses the property for any issues.

This step is vital for both parties, as it can reveal problems that may need addressing before the sale can proceed.

Depending on the inspection results, further negotiations or repairs might be necessary.

Appraisal: Valuing Your Home

An appraisal is typically required by the buyer's lender to determine the property's value. The appraiser's report ensures the lender that the property is worth the loan amount.

If the appraisal comes in lower than the selling price, it might require renegotiating the sale price or the buyer making up the difference.

Closing Time

The closing is the final step in the home selling process. During this phase, all parties involved in the transaction meet to sign the final documents.

This is when the ownership of the property officially transfers from the seller to the buyer.

The seller receives payment, and any outstanding mortgage or obligations tied to the property are settled.

After the closing, the sale is complete, and the buyer takes possession of the home according to the terms agreed upon.

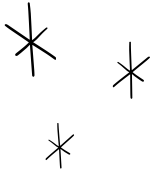
Client Success Story

The Price Family

Craig and Jenny had struggled to sell their unique home for months on their own. Once they enlisted my help, I revamped their listing with professional photos and targeted marketing.

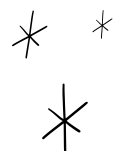
The result was a competitive bidding war and a sale well over their initial asking price, all within a month of listing with me!





NOTES

A series of horizontal dotted lines spanning the width of the page, intended for writing notes.





Now is the Perfect time to Sell!!



Sweet Living
1-405-570-7375
SweetLivingOK.com Realty

Jamie Danner

BROKER / OWNER
REALTOR

405-762-6214

