



REAL BROKER MARKETING PLAN



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REAL BROKER



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INTRODUCTION



In this portfolio, you'll see a collection of my marketing strategies, education, credentials, experiences, strengths and how I give back to my community. I'll focus on the marketing aspect and it will give you a very detailed approach to the marketing I offer and the outcome you'll get from it.

Please understand, that I take my business very seriously, and I am passionate about what I do. My goal is to have you walk away trusting that I will be your go-to Real Estate Professional for Life. As other agents grow frustrated with the surge of technology, I embrace it, educate myself regularly, and implement what I learn. I run my business like a business, not a part-time hobby. It's a full-time career for me, and I dedicate 100% of my time and energy to ensuring that I am thoroughly knowledgeable not only in Real Estate and the current market changes, but also in recognizing innovation, technology, and digital marketing trends. I've been in the business for 21 years and am a Top Producer.

If you are looking for a real estate professional you can trust to act on your behalf, provide impeccable service, and have personally negotiated and closed over 2000 transactions in my career, then look NO further! Selling your home is one of the largest financial investments that you will ever make. Please let me assure you that while selling your home, your personal and financial interests are my main objective. My goal is to make the sale of your home as seamless as possible.

Thank you! I look forward to working with you.

~ Kim Williamson, REALTOR

MEET KIM WILLIAMSON



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Graduated from Farmington, NM High School. Competed in basketball, track, softball, and rodeo. I qualified in High School for the National Finals Rodeo my freshman, sophomore, junior, and senior years.

Received a Bachelor's Degree in Business Operations with a minor in Accounting from DeVry University.

Worked for 3 major logistics companies before I started my own delivery business, which I built to be one of the largest minority own companies in Arizona. In turn, I SOLD it for a very large profit.

My love for horses and rodeo will always be in my heart. After selling my company, I started training horses full time and rodeoing again. In the process of my new career, I also earned my Real Estate License. My western lifestyle went hand and hand with my knowledge of Real Estate. There was a true need for an experienced Realtor that understood land and horse properties. With that being said, I was able to win 8 World Championships in the Women's Pro Rodeo Association Roping Division. I broke numerous arena records and become one of the elite cowgirls in the world. I hosted 20-30 roping schools across the world annually. As for my Real Estate career, it soared as well, being ranked in the top 200 Top Producing agents out of 90,000 in the State of Arizona. I absolutely love helping others and I constantly strive to improve myself with coaching and mentorship as well as giving back.

KNOWLEDGE IS POWER. "Do what you love and love what you do."

GETTING YOUR HOME PREPPED & READY TO HIT THE MARKET

Creating Marketing Hype for Your Home:

I work with you to assure that your home is ready and presented in a manner that will create “hype” about your home. The more I do prior to putting your home on the market will help you receive top dollar for your property. This process brings to light any potential issues that could possibly affect your bottom line so that there are no “surprises” down the road.

I have a comprehensive list of resource specialists, such as, tradesmen and subcontractors who can do anything and everything for you to help this process become as seamless as possible (any work needed or requested will be an additional cost). I provide an option for you to talk to a staging consultation to ensure your property is shown to the absolute best of its ability to help you end up with more offers, better terms, and a higher price for your home!

Just ask me for a list of anything you need! I can also provide an all-inclusive service to help organize and maintain any project you need including but not limited to: staging, window cleaning, gardener, painter, handyman, landscaper, specialized tradesmen, electrician, termite inspector, home inspector, appraiser, and much more!



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I go beyond the extra mile to get the best price for your home!
My Services Set Me Apart from Other Real Estate Agents.

KIM WILLIAMSON
COMPREHENSIVE MARKETING PLAN



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CLIENT CARE & COMMUNICATION

I'll be your partner as we work together to get you the best price in a timely fashion. I'm confident that I can earn your trust and my policy is:

You can cancel at any time if you aren't 100% Satisfied with my work!

As your partner, I offer my expertise to help you make good decisions about the sale of your home and avoid costly mistakes. It starts with making sure your home is presented to its best advantages.

- In-depth analysis and expert advice on pricing strategy for optimal results
- Free consultation with professional Home Designer / Stager
- Professional staging services as needed to attract buyers (optional staging available at extra charge)
- Digital Marketing Plan to maximize online presence
- Checklist of recommended changes to your home to ensure optimal pricing
- List of reputable vendors for any work required
- Identify your home's upgrades and features that you as the homeowner find important
- Synced lockbox to track Realtor showings and elicit feedback, which is then sent to you to keep you in the loop

While I market your home, I know you want to be informed and involved. To keep communication flowing, I will:

- Send a report on my marketing efforts and results twice a month
- Inform you of any market changes, mortgage rate fluctuations, sales trends, absorption rate, or any other factors that may affect the value or marketability of your home
- Provide you marketing materials to share with your neighbors, connections, and on your personal Facebook page and other social media sources





HIGH-QUALITY MARKETING MATERIALS

The quality of marketing materials representing your home has a huge impact on how it is perceived in the marketplace. To position your home in its best light, I provide:

- Professional photography to capture interior and exterior images
- Professional videographer
- A high-quality, full-colored brochure featuring your home
- Front yard sign
- Search engine optimization (SEO) of all marketing materials by a Digital Marketing Specialist for maximum online exposure
- All materials are cell phone compatible (91% of buyers use cell phones in their home search)
- Mortgage calculator to help buyers decide if they can afford to purchase your property (website and mobile app)

TAPPING THE POWER OF SOCIAL MEDIA & THE INTERNET

A recent National Association of Real Estate report said that real estate activity on social media has increased. However, most agents do not understand how to use it effectively. Using my process, I get thousands of hits, views and shares per month through my digital marketing. Your home will be exposed to a broad targeted audience through:

- Pre-market information to potential buyers currently searching with Coming Soon campaign
- Target Market paid advertisement on social media featuring the property tour video which generates over 23,449+ views, comments, likes, and shares
- Creating cookies on the backend of the marketing to capture a target audience
- Online syndication that includes Realtor.com, Zillow, Trulia, Facebook, with weekly posts and updates to keep your home in top spots.
- Paid listing enhancements to keep your property in prime position on these sites
- Back end access to major real estate sites to create unique, attractive postings
- Weekly Facebook Ad campaign targeting local and out of area buyers
- Instagram posts featuring your home to reach a broader market
- Constant analysis of online traffic data to adjust your campaign to increase traffic and conversion rates
- Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email
- Target market potential buyers who previously interacted online on homes that are similar



ENGAGING THE REAL ESTATE COMMUNITY

Through my massive online and social media campaigns, I access thousands of buyers directly by:

- Cooperating with all Real Estate brokerages using multiple MLS services
- Sending E-flyers to local and out of area agents with QR Code feature that brings them directly to my website
- Contacting preferred lenders for any prospective buyers in their network
- Emailing “Just Listed” e-flyer with links to my website
- Announcing price reductions to our National Network of real estate brokerages
- Sending property specific information to our internal buyers’ agents who receive thousands of inquiries monthly
- Contacting agents to request feedback after the home is shown





KNOW THE KEY STEPS TO SELLING A HOME

Listing Your Home

- Evaluate and determine your needs and priorities
- Confirm that all decision-makers are on title and agreeable
- Review agency choices and select appropriate working relationships
- Discuss home improvements and recommendations (repairs/staging)
- A detailed discussion of "What to Expect" and timelines of events
- Confirm tax records matched the specification of your home
- Provide a copy of the key
- Register lock box on MLS

Devise and Execute Marketing Plan

- Discuss marketing plan
- Establish pricing strategy
- Place yard sign and marketing on property
- Evaluate property demographics to help determine pricing strategy
- Monitor and evaluate results of marketing activities
- Revise marketing plan and pricing strategy as necessary
- Major Digital Marketing Strategies

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CONSTANT COMMUNICATION TO MAKE SURE TIMEFRAMES AND EXPECTATIONS ARE EXCEEDED!

The Selling Process

- Review, compare, and contrast the terms of all offers
- Explain the pros and cons of all offers
- Call lender and buyer's agent to verify qualification and motivation of a buyer
- Confirm lender qualification is accurate and is fully Desktop Underwritten
- Confirm financing type will work for property
- Make sure the closing date is realistic and works with the seller's needs
- Counter all offers to "Highest & Best"
- Verify Proof of Funds are sufficient for the buyer's down payment and closing costs
- Verify funds to pay the difference of appraised value if needed

Contract Accepted

- Open escrow, verify buyers' earnest money
- Escrow instructions, order title report
- Review inspections
- Complete any needed repairs
- Confirm receipt of contingency removals, inform seller of receipt
- Send weekly updates on the progress of closing to the seller
- Confirm docs have been drawn 5 days before COE
- Schedule a final walk-through
- Send notification of funding to all parties
- Send notification of recording
- Mark property sold in MLS
- Closeout file and send the seller a copy of all documents signed
- Confirm marketing materials, signs, and lockboxes are removed

TRADITIONAL MARKETING ON STEROIDS

Though I am an expert in online and social media marketing, I don't ignore traditional methods that are still effective. In my campaign, I also:

- Send direct mail and email flyers about your home to my database of clients
- Contact incoming leads, centers of influence, i.e. family, friends, community leaders, and past clients for potential buyers
- Mass mail a “Just Listed” postcard to approximately 500 to 1,000 people in your specific neighborhood
- Produce a colored brochure featuring your home’s highlights
- Supply full color brochures for your home

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BEHIND THE SCENES

While all this activity is happening, I'm also working behind the scenes to make sure your home gets the most exposure so it sells at the best price promptly. I also, gather all information necessary to ensure a smooth transaction. To that end, I:

- Immediately send video responses to buyer leads via e-mail and text
- I am still actively competing in roping events all across Arizona and abroad which includes me networking personally about each individual property
- Improve the marketing of any under-performing marketing campaigns by analyzing & viewing the results of campaigns
- Price the property correctly the first time to widen the window of buyer showings
- Reassess pricing if online traffic is not converting into offline tours
- Answer any questions that arise throughout the transaction
- Use infra-red technology of Supra Lockbox to monitor agent showings to get fast feedback
- Research ownership and deed type from Title Company
- Research the property's current land use, zoning, deed restrictions, and easements
- Research tax records to verify complete legal information is available to prospective buyers and buyer's agents on MLS printout
- Verify that your property is free of all liens

Once the sale of your home is pending, I stay proactive, not reactive, to make sure the process goes smoothly and efficiently by:

- Verification with agent and lender to ensure the buyer is properly qualified, ready, and able to purchase (verified employment, reviewed taxes, bank statements, credit report, etc.) before accepting the offer
- Bi-weekly communication via e-mail about status and progress of the sale
- Text message and e-mail reminders to you about appointments and deadlines of escrow, seller disclosures, buyer inspections, appraisal report, buyer final walkthrough, signing loan documents, and final closing documents
- Constant communication with cooperating side agent and Lender to give accurate feedback to seller about status of loan and escrow

MY CORE VALUES

Uncompromised Integrity

Honesty and fairness, I will always do the right thing; people before things.

Leadership

I lovingly lead, direct, guide, and hold myself accountable.

Innovation

Constant improvement and creativity; I celebrate success but strive for excellence, I never stop advancing.

Accountability

I do and teach myself everyday

Value People

As family, I will treat all people with courtesy, dignity, and respect.

OUR STRATEGY FOR PRICING & SELLING

Before my listing presentation appointment, I put together a complete free equity report to include a comparative market analysis of your property to determine the value by reviewing recent active and sold comparables similar to your property in your neighborhood.

Strategy For Pricing & Selling

Marketing

- Facebook Ads
- Retargeting Campaigns
- Digital Repurposing
- Digital Marketing
- Traditional Marketing
- Design Consultation
- Pick Your Neighbor
- Video
- Direct Mail
- Youtube, Facebook
- Instagram, LinkedIn
- Mass Web Exposure
- Signage
- Website
- Print

Timing

- Market Conditions
- Rentback
- Pricing
- Avg Days on Market
- Replacement Home Needed
- Buying Too
- Coordinate Funds From Sale to Purchase
- Moving Local or Out of State

Disclosure

- What To Disclose
- Timelines
- Home Owners Association
- Death, Drug, Flood, Septic, Golf Course, Noise, Location,
- Utilities, Mold, Pool
- Title
- Escrow
- Utilities
- Transfer Disclosure Statement

Preparing

- Staging
- Updating
- Minimize/Declutter
- Landscape
- Costs, Timing,
- Painting, Cleaning,
- Carpets,
- What To Not To Do
- Timing
- Premarketing

Negotiations

- Contingencies
- Notice To Preform
- % of Down Earnest Money
- Repairs
- Proof of Funds
- Title/Escrow
- County Transfer Tax

Showing

- Occupancy
- Liabilities
- Policies & Procedures
- Around Showing
- Availability
- Timeframes
- Children/ Pets
- Cleaning (Show Ready)
- Lock Box
- What To/Not To Discuss
- With Buyer

MARKETING TEAM



Jae is a dedicated and experienced Team Leader of VAs, committed to delivering high-quality support and ensuring the success of each client's business. With a strong background in project management, and team coordination, Jae has a passion for streamlining processes, solving problems, and providing exceptional service. As a reliable partner, Jae works closely with clients to understand their needs and help them achieve their goals.

Rain is an enthusiastic and dedicated Virtual Assistant with a strong willingness to learn and grow. With experience in CRM management, administrative support, and social media management, Rain is committed to providing efficient and detail-oriented support to help his client's business. Rain is proactive in tackling challenges, ensuring tasks are completed on time, and always eager to develop new skills to better serve his client's team.





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