



**BERKSHIRE HATHAWAY**  
HomeServices  
Innovative Real Estate

**MARKETING PLAN**



**Integrity | Commitment | Service**

# Effective Marketing Produces Results



With Berkshire Hathaway HomeServices Innovative Real Estate you're choosing a partner that is recognized for expertise and excellence in real estate. Our strategic approach to marketing your property starts with producing captivating photography, visual assets, and content.

## Your Customized Marketing Plan Could Include:

### Multiple Listing Service (MLS)

We enter your home's information into the MLS, with photos and details available to virtually every Colorado REALTOR®.

### Online Exposure

Listing syndication sites are the most visited real estate search engines online, which is why we automatically post each listing to Trulia, Zillow, and BerkshireHathawayHS.com. Our syndication solution broadcasts your property to over 70 websites worldwide which are viewed by potential buyers in 37 countries across five continents.

### Marketing to Berkshire Hathaway HomeServices Network

As part of the legendary Berkshire Hathaway family of companies, we have the depth, strength and brand power to market and sell your home. Our network extends globally in reputation and strength.

- 1200+ brokerages across the U.S. and Canada
- More than 42,000 sales associates worldwide
- Extensive network has affiliates in 47 U.S. states

### Individual Property Website

We create a website dedicated specifically to your property, which gives all web users pertinent information about your home, as well as our contact information for all potential buyers.

### Video Tour

We can provide a virtual tour of your home that will be available on multiple websites and various multiple listing services for maximum viewing exposure.

### Innovative Sign

We place one of our professional custom yard signs on your property.



### Professional Photography

There is only one chance to make a first impression. Innovative Real Estate's agents have access to top companies who specialize in real estate photography to ensure your home is presented to the public at the highest level.

### Referral and Relocation Resources

Innovative Real Estate offers a full-service, nationally recognized relocation department that assists families and professionals moving to Colorado. We provide relocating families and individuals with all of the transition support needed to ensure a smooth location change. Innovative Real Estate helps buyers migrate to their perfect home.

### Local Print Advertising

From listing postcards, to traditional flyers, brochures, ads and more, we create eye-catching communications to market your property to the local community.

### Social Media

We utilize social media sites such as Facebook to reach Innovative's friends and followers, then tag your Innovative agent to reach all of theirs. Your home is instantly visible to thousands of potential buyers.

### Centralized Showings

We accept showing requests for extended hours, seven days a week, helping to get every possible potential buyer into your home.

### Staging

Upon request and availability, your Innovative Real Estate agent can coordinate a professional stager to visit your home to assist with furniture placement as well as maximizing the living space to fit the needs of a variety of visitors.

### Comparative Market Analysis

We prepare a Comparative Market Analysis (CMA) including information on recently sold, active and market rejected expired listings. This includes a statistical overview of the market history, so you have confidence in your pricing decisions.

### Pricing

We assist with pricing your home based on the CMA and statistical information. This helps you select the price that best fits your situation. Ultimately, the pricing decision is yours.

### Lock Box

We place a lock box on your property to increase showings and provide you with the security of knowing who has access to your home.

### Buyer/Realtor Survey

Using Centralized Showings, we survey the REALTOR® to obtain the opinion of both the Realtor and the buyer. We then document the feedback on price and condition.

### Open House

Upon request, we hold open houses at your property to gain more exposure for your home. Open houses will be marketed online.

Years of experience and countless successful sales have proven our marketing system, giving us the power to get your home sold. All the costs and time associated with the marketing of your home are covered by your real estate professional. We don't get paid until your home sells.



### Contact is Based on your Needs

Coordinate with your agent to find the most effective ways to communicate, as well as receive updates on the activity and interest of your home.

### Customer Satisfaction

Our greatest concern is your satisfaction! If you list your home with us and

- are not satisfied with our service;
- do not think we have represented your best interests;

please send written notice and we'll discuss your satisfaction.

Building authentic relationships through our commitment to family, integrity, and service.

Innovative Real Estate is your local resource for Colorado real estate.

**Thank you for allowing us the opportunity to serve you.**



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303.289.7009 [InnovativeRE.com](http://InnovativeRE.com)

