

A Marketing Strategy that Gets Results

Professional Staging & Photography

Since the very first interaction most potential buyers will have with your home is through pictures on the internet, we are committed to making sure those pictures make a big statement. Professional home staging is a popular concept, and for good reason. According to The National Association of REALTORS® website, a professionally staged home tends to sell faster and at or above asking price. Staging is the perfect preparation for our professional photographers to show off your home in its best light. We have a trusted team of stagers and photographers who understand the importance of this first step in the marketing strategy.

An Online Powerhouse

The proprietary Keller Williams Listing System keeps your listing live and current on hundreds of the most popular search sites. This includes mobile apps, where millions of buyers will see your house as soon as it goes live. Our social media and digital marketing strategies will put you directly in front of our followers. Your listing is exactly where buyers are looking, and it's always up to date.

Yard Signs That Capture Attention

Yard signs are a tried and true method for creating curiosity. These days, anyone who sees your yard sign can have your listing pulled up on their phone at the very next red light! We've designed yard signs that help our listings stand out, and we always make sure a Coming Soon sign in popular neighborhoods generates early excitement.

Our Inner Circle

Our team has built hundreds of relationships within the real estate community. We continually network with fellow agents who want their buyers to be first in line for your listing. By marketing to agents who we know and trust, we are sure the most qualified buyers are coming to the table, and we can often work quickly through the negotiation and contract process to get you closer to closing.

Open House for Local Impact

An open house generates excitement and curiosity in your concentrated local area. Of course, we will see more neighbors than interested buyers, but your neighbors are proud of where they live, and they will help us market to their sphere of influence. People who already live in your neighborhood will talk about your house to their contacts and allow us to reach an already interested set of potential buyers.

Inboxes and Mailboxes

Email and print marketing continue to be solid methods for reaching targeted buyers. Our marketing team has tested the best presentation methods for highlighting your home both digitally and in print. When we send mail to our database, your listing gets seen by the right people, which brings us closer to making the sale.