

The Right Marketing Strategy Makes All the Difference When It Comes to Selling Your Home for the Best Possible Price in Today's Market

Homes that linger on the market often end up requiring price reductions to attract buyers. The key to maximizing your home's value is creating strong exposure from the very beginning. The more qualified buyers who see your home quickly, the stronger your chances are of receiving better offers.

A strategic marketing plan helps your property reach buyers not just locally, but across the country — and even internationally.

Marketing Overview:

A Strategic Approach to Attract Buyers and Help Your Home Sell for the Highest Possible Value

Today's buyers have more access to homes than ever before, which means standing out in the market is more important than ever. Most buyers begin their search online, but traditional marketing still plays an important role in reaching local buyers and creating visibility.

The most effective home-selling strategies combine modern digital marketing with proven traditional methods to generate strong exposure from day one, attract serious buyers quickly, and create the best opportunity for top-dollar offers.



CANDISS LUNSFORD
407.535.8646
candissyourrealtor@gmail.com
candisslunsford.kw.com



WHY IS YOUR HOME NOT SOLD?

IT TAKES MARKETING TO SELL!

Who do you think will sell your home **FASTER** for **MORE MONEY**?

Comparison Chart	Average Agent	Good Agent	Our Team
For Sale sign	YES	YES	YES
Listing Photography	YES	YES	YES
Open house	YES	YES	YES
Listed on ALL multiple listing service	MAYBE	YES	YES
Professional marketing brochure	NO	YES	YES
Social Media Campaign	NO	YES	YES
Single property website (300% more online views)	NO	YES	YES
Work with lenders to get deal closed	NO	YES	YES
Post your home for sale on over 100 websites	NO	YES	YES
Work with all brokerages, no pocket listings	NO	MAYBE	YES
Quickly respond to all inquiries & follow up to increase interest on your home	NO	MAYBE	YES
Listing Period Home Warranty	NO	NO	YES
Reverse Prospecting - Direct Marketing To Agents searching for similar homes	NO	NO	YES
Internet Retargeting Ads	NO	NO	YES
Professional Staging Consultation	NO	NO	YES
Database Marketing to over 1000 potential buyers	NO	NO	YES
Pre Launch Marketing directed at local agents	NO	NO	YES
Listing Video & Drone	NO	NO	YES



CANDISS LUNSFORD

407.535.8646

candissyourrealtor@gmail.com

candisslunsford.kw.com

