



## PROVEN TOP DOLLAR MARKETING PLAN

With 33 years of real estate experience and robust marketing plan, your property will be marketed to an optimum level for high market value. You receive the following marketing services:

- **Comparative Marketing Analysis:** In-depth research (for sale, pending sale, & recently sold) resulting in a full-color report complete with pricing recommendations, net proceeds report, and other important data.
- **Professional Home Staging:** A recent Maritz study found **Buyers will pay 63% more** for a move-in ready, staged home; due to the high cost, the majority of listed homes are not staged. Our HSR Certified Professional Home Stager & Redesigner expertly stages your home so **Buyers will pay top dollar.**
- **Expert Data Entry** into MLS Database: How your property is summarized in the MLS database can increase or decrease showings; we know the right key words to attract numerous showings.
- **High Quality Digital Photos & Virtual Tour:** Numerous high quality pictures of your home's best features are taken by a professional real estate photographer with 360 degree virtual tour views.
- **Premium Marketing Brochures:** We do not skimp on quality when it comes to our marketing flyers. Printed on card stock in full color, your home's flyer will stand out from the others and represent your home with the most professional and high quality look possible (please allow time for production of the best flyers around!)
- **Internet Coverage to Dozens of Websites:** Over 80% of Buyers begin their search online; Horizon Realty was one of the first Austin brokerages to join list-hub giving homes **maximum online exposure** by posting to all the popular sites including Realtor.com, Google, Trulia, Yahoo, Zillow, AustinHomeSearch, and more.
- **Social Network & Blog Promotion:** Active on Facebook, Twitter, and blogging, we are tech-savvy Agents who promote your home in all the popular places Buyers are looking online to find properties today.
- **Buyer Texting:** Your home needs to be available in all possible media. We provide a personalized text code & when Buyers enter it, they instantly receive details and pictures on your home plus we capture their number and can follow up immediately to offer to show your property.
- **Open House:** To maximize exposure, we will hold a well-planned & advertised open house.
- **E-Flyer Blast:** We will send a full color electronic flyer promoting your home to the entire Austin-area database, which includes approximately 7,000 Agents.
- **Neighborhood Agent Tour/Broker Open:** Many Austin areas have an Agent property tour (inclusion dependent on whether a tour exists for your area) for interested Agents to see your home.

In addition, the following ongoing services will be provided as part of our full service strategy:

- **Showing Feedback:** We will contact every Agent who shows your home & request feedback; this information will be sent directly to you with any relevant suggestions for improvement.
- **Marketing Updates:** To keep you well-informed, we will send you regular activity reports in your neighborhood showing homes for sale, pending sale, and recently sold.



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