

**KIMBERLY CLARK**  
**Your Real Estate**  
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## **Marketing Strategy**

1. Maximize input into internet based Regional Multiple Listing System,
2. High digital quality stills and drone exterior photography, as well as independent virtual website linking to prominent sites.
3. Promoted on highly traveled agency website with listing information available 24/7 with lead capture system in place.
4. Promoted on Personal Professional website and Social Media sites.
5. Professional brochures available to seller, prospective buyers and buyer agents.
6. Mailing notifications to appropriate neighborhoods, clients and businesses.
7. Home Warranty offered for better marketing position.
8. Open House advertising and exposure.
9. Ongoing contact and networking with cooperating agents and agencies.
10. Periodic updating of market and pricing information in appropriate format. Any price changes substantiated by shared feed back and MLS data.
11. Appropriate signage and directionals.
12. Advertising in Local newspaper, Monthly Homes Magazine, Agency's Home Buyers Guide newspaper insert (monthly).
13. 24/7 Home tracker system with toll free number located on yard sign.
14. Regular verbal contact with showing reports and inquiries. Professional Showingtime setting of showings and handling of owner contacts.
15. Seller Service Guarantee, meeting sellers expectations.
16. Pre-qualifying buyers prior to showings.
17. Mortgage fliers available to reflect current rates and popular financing programs.
18. Staging professional services offered to seller. Concierge referrals available for various servicing needs.



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