

HOMES SOLD BY

Sheila Anderson

Century 21 Best of the Best

To Help ME know how to best Serve YOU!
Please consider the following questions:

1. Why are you selling?
2. Where are you moving to?
3. How soon did you need to be there?
4. What is your opinion of market value?
5. What do you think a real estate company should do to sell you home for the most money? Is that important to you?
6. So you want someone who will do what is important to you and is your decision going to be based on that?
7. Do you want me to handle the sale for you?

Note: Give or take 10% of most Real Estate Agents, do the same things to get a home sold.

80% of the marketing on your home is done when the proper pricing strategy is chosen.

YOU HAVE TWO CHOICES:

1. We can go through all of the marketing systems and activities I will use to get your home SOLD or.....
2. I can show and tell you about only those things I do different from everyone else. These will show and tell you why 97% of the homes I list for sale end up **SOLD!**

My



Marketing Campaign

It's 3:00 A.M.

*Do You Know Where
Your Real Estate Agent Is?*



If I am your Agent, I am promoting your property 24 hours a day, 7 days a week, coast to coast in the U.S.

How Do I Do That?

THE INTERNET IS 24/7/365

It is a no hassle, pressure free, environment to shop for homes. A potential buyer uses their computer, tablet, or smart-phone to get information about properties on the market,

financing information, current market conditions and complete real estate services. If you're thinking about selling, don't settle for less than **24 hour service**. Call me,



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361-445-2403

“The realtor who always answers her phone”

Introducing My 24/7/365 Marketing System!

1. 24-hour property hotline that makes information on your home available 24-hours a day without having to speak with an agent.
2. Your home on the Internet – not just any old site but on a multiple of sites that are high-tech and interactive. Aggressive marketing and advertising that direct buyers to these websites. (Just having your home on a website is not enough.)
3. Always giving the consumer complete information: home address, area, number of bedrooms, baths, square footage, etc. Always make this information easy to obtain.

4. Virtual home tours – provides an exciting method for home buyers to tour a home without having to leave their living room or office.
5. Automated email Home Buyers Information program – an automated system that works with unlimited home buyers at any given time. Provides quick, efficient and up-to-date information either by text, or email.
6. Auto-response email, and phone systems designed to put your home in front of the most buyers.
7. QR codes used in our marketing online and off. The code can be scanned by most smart phones which then takes them to your website listing.



Professional Photography

I use Professional Photo Appeal to attract Potential Buyers for Your Home. Even with the most advanced cameras a photo can be displayed wrong if the right lighting, angle or placement is not used. By hiring a professional photographer your homes photos will have the best quality available.

Web Appeal

You Need Curb Appeal, But Now You Must Have “NET” Appeal.

Over 95% of Buyers Search The Internet We get them to select your home with Professional Photos.

(photos included with listing agreement)



My Job?

To Mobilize the Entire Real Estate Community



You Get A Lot More Than Just ME

1. Century 21 is working for you

Why? Because you need more than one agent to expose your home to enough potential buyers in order for it to sell.

2. Century 21 Family of Agents are working for you.

This means you have dozens of agents ready, willing and able to show and sell your home the minute any of their buyer prospects show any interest in your home.

3. All the MLS members of the Corpus Christi Association of Realtors are working for you.

We mobilize all of these agents and their companies with our marketing campaigns designed to provide them the exact information they need to get their potential buyers excited about seeing your home.

And most importantly I am working for you!

With So Many Agents Looking For A Buyer For Your Home... Your Can Count On It Selling.



Keeping you Informed

I have learned that one thing you expect from your Real Estate Agent is COMMUNICATION.

That is why I have developed a system designed to give you exactly what you need Feedback.

Feedback every time your home is shown and/or previewed by a real estate agent.

Here is how it works to your BENEFIT:

Once We Get Feedback From The Selling Agent I Will:

I will notify you and tell you if there is an interest in your home.

If anything is suggested that might make your home is more saleable.

Plus, I will tell you what the showing agent thinks of your home's appearance and value.



Internet Marketing



And More...
Lots More

How Will I Showcase Your Home To The Most Buyers?

Virtual Tour Marketing

*Over 100 Million
Americans
Watch Videos on the
internet every month.*



I will make your home “stand out” with a video or virtual tour!

“One of a Kind” Virtual Tour

I Put the Power of Virtual Home Tours
To Work for You. Your Home Will be
Marketed & Viewed 24-7 Online and
Off!



What Does This Mean To You?

Your unique virtual home tour will be available online for millions of potential home buyers to preview 24 hours a day, seven days a week. Plus, I will send an email version to the most active real estate agents and potential buyers.

Why I Market on Realtor.com?

- Realtor.com attracts 5 to 6 Million unique visits monthly.
- It accounts for 68% of all the time spent by viewers looking at all Internet real estate sites.
- It lists more than 2 million properties in the U.S. and Canada at any given time.
- It consistently ranks in the top 150 of all Web sites based on unique visitors.
- Through Realtor.com, we can add a wealth of photos, detail descriptions, multimedia and more to enhance your listing.



The screenshot shows the Realtor.com website interface. At the top, the Realtor.com logo is on the left, and the text "Official Site of the National Association of REALTORS®" is on the right. Below this is a navigation bar with links for "Find Homes", "Find REALTORS®" (highlighted with a red box), "Finance", "Moving", and "Home & Garden". The main content area features a large heading "Find a home" and the tagline "The most comprehensive source for real estate listings." Below this, it displays statistics: "81,770,400 Properties • 3,918,547 Homes for Sale • 149,779 Homes for Rent". The search form includes fields for "Home Type" (set to "Homes for Sale"), "Location" (set to "Jensen Beach, FL"), "Price Range" (with "to" and empty input fields), "Beds" (set to "Any"), and "Baths" (set to "Any"). There is a "Search on Map" checkbox and a "Search" button. At the bottom, it shows "538 Listings Found" and "Listings last updated 12 minutes ago".

MOBILE BUYER MARKETING PLAN

Buyers driving through the neighborhood can:

- Find your home, get directions and a map.
- Connect with me in one “click” to get details and make an appointment.



QR Codes: Another Way to Expose Your Home to Home Buyers At the Peak of Their Interest



Sign Rider