

Marketing Plan

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LORI-DAWN
STEVENS ON

Presented by



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Thank You!

LORI-DAWN STEVENSON

Thank you for taking the time to review this plan. I have sent you these materials in advance of our meeting so that you will know a little more about me, my services, and the benefits they will bring to you.

Please understand, I take my business very seriously, and I am passionate about what I do. My goal is to have you walk away trusting that I will be your go-to Real Estate Professional for life. As other agents grow frustrated with the surge of technology, I excitedly embrace it, educate myself regularly, and implement what I learn. I thrive on providing a level of service to my clients where, unfortunately, many other agents fail.

I run my business like a business, not a part-time hobby. It's a full-time career for me, and I dedicate 100% of my time and energy to ensuring that I am thoroughly knowledgeable not only in Real Estate and the current market changes, but also in recognizing new innovations, technology, and digital marketing trends.



Selling your home is one of the largest financial decisions that you will ever make. Please let us assure you that while selling your home, your personal and financial interests are our main objective. Our goal is to make the sale of your home as seamless as possible.

LORI-DAWN STEVENSON
306.741.2999

I look forward to working with you,

Lori-Dawn Stevenson

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Meet the team

Lori-Dawn Stevenson - Real Estate Agent

Driven by a desire to help people, Lori-Dawn Stevenson has built a successful career in real estate that continues to go from strength-to-strength. For Lori-Dawn, it is an absolute privilege to guide her loyal clientele through what can sometimes be a stressful process. She loves nothing more than seeing people's property dreams become a reality.

Lori-Dawn has nearly 10 years in the industry and specializes in residential sales within the vibrant market of Swift Current and Community. Backed by a degree in Agricultural Sciences and a minor in Crop Science and Psychology, Lori-Dawn has the technical know how and real-world experience that it takes to ensure your next move in property is a success. No two days are ever the same in the real estate world and this is exactly what excites Lori-Dawn about the industry.

Having been born and raised in Swift Current Lori-Dawn knows the community and people well. She prides herself on her effective communication and negotiation skills along with cutting-edge marketing tactics and sales strategies to guarantee her clients' properties stand out from the crowd.

Credentials

- Licensed Residential, Commercial and Farm Land Real Estate
- B.Sc in Ag Sci with Minor in Psychology and Crop Science
- Accredited Buyer Representative (ABR)
- Seller Representative Specialist (SRS)
- E-Pro Specialist (EPRO)





Easy Exit Listing Agreement

Take the risk and fear out of listing your home!



No Penalty



No Extra Fees



No Hassle

Because a number of the homes I sell were previously listed with another agent, I often hear stories of consumers who were frustrated with the other agent. Often the other agent tried to hold their feet to the fire with a listing agreement that can't be cancelled or large cancellation fees you would have to pay. I wouldn't want to put any of my clients through that experience. When you are ready to sell your home make sure the REALTOR® you hire offers an Easy Exit Listing Agreement.



Getting Your Home Prepped and Ready to Hit the Market

CREATING THE MARKETING HYPE FOR YOUR HOME –

My job is to make sure that your home is ready and presented in a manner that will create “hype” around your home. The more we do prior to putting your home on the market, the more likely you are to receive top dollar for your property.

This will also ensure we know and take care of any issues that can become problematic during the listing process. Being aware of any potential issue that could possibly affect your bottom line is essential so that there are no “surprises” down the road.

I have a comprehensive list of specialists, tradesmen, and subcontractors that I or my clients have used in the past. They can do anything and everything for you to help this process be as seamless as possible (any work done will be an additional cost).

I provide optional photo retouching, video and professional pictures to ensure your property is shown to the absolute best of its ability to help you end up with more offers, better terms and a higher price for your home!



LORI-DAWN STEVENSON'S

Comprehensive Marketing Plan

A Comprehensive Marketing Plan has several different elements. In the following pages we will break them down and take a deeper dive into each aspect of the plan.



CLIENT CARE & COMMUNICATION

I'll be your partner as we work together to get you the best price in a timely fashion. While we market your home, I know you want to be informed and involved. I will outline our system for metrics and communicating our marketing performance.



HIGH-QUALITY MARKETING MATERIALS

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide top of the line digital and physical assets.



TAPPING INTO THE POWER OF SOCIAL MEDIA

Using my process, we get thousands of hits and shares per month. Your home will be exposed to a broad—yet targeted—audience.




ENGAGING THE REAL ESTATE COMMUNITY

Through my massive online and social media campaigns, we access thousands of buyers directly. But I also take pains to engage the real estate community.



TRADITIONAL MARKETING ON STEROIDS

Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective.



LORI-DAWN STEVENSON

Client Care and Communication

As your partner, I offer my expertise to help you make good decisions about the sale of your home and avoid costly mistakes. It starts with making sure your home is presented to its best advantage:

- In-depth analysis and expert advice on pricing strategy for optimal results
- Paid photo retouching
- Paid video advertising
- Expert Digital Marketing to maximize online presence
- Optional Professional photography
- Meeting to identify your home's upgrades and features that you as the homeowner find important
- Supra lockbox to track Realtor showings and elicit feedback the next business day, which is then sent to you to keep you in the loop

While we market your home, I know you want to be informed and involved. To keep communications flowing, I'll:

- Send a report on our marketing efforts and results
- Inform you of any market changes, mortgage rate fluctuations, sales trends, absorption rate, or any other factors that may affect the value or marketability of your home
- Inform you of the traction your listing is receiving online



LORI-DAWN STEVENSON

"I go the extra mile to
get the best price for
your home! My services
set me apart from other
Realty companies."

- LORI-DAWN STEVENSON

High-Quality Marketing Materials

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide:

- Professional photographer to capture the most flattering interior and exterior images
- Professional videography editing to create a high definition 2 to 4-minute virtual property tour with a description of your home
- A high quality, full-color brochure featuring your home
- An individual property website which includes:
 - Photo Gallery
 - Virtual Tour
 - Property Map
- Lawn sign
- Search engine optimization (SEO) of all marketing materials for maximum online exposure
- All materials will be cell phone compatible (91% of buyers use cell phones in their home search)
- Online mortgage calculator to help buyers decide if they can afford to purchase your property (website and mobile app)

Tapping the Power of Social Media and the Internet

A 2019 NAR report stated that over 90% of buyers find their new home online—and about 80% are using their mobile devices to search. Many agents do not understand how to use these platforms effectively. Using our process, we get thousands of hits and shares per month, and your home will be exposed to a broad—yet targeted—audience by:

- Virtual property tour added to my YouTube channel with description crafted to enhance search engine optimization (SEO)
- Boost Target Market paid advertisement on social media featuring the property tour video which generates over 50,000 + views, comments, likes, and shares
- Creating cookies on the backend of the marketing to capture target audience
- Online syndication that includes Realtor.ca, Zillow, Point2Homes, Facebook, YouTube, Kijiji, and my personal website. With weekly posts and updates to keep your home in top spots
- Paid listing enhancements to keep your property in a prime position on these sites
- Backend access to major real estate sites to create unique, attractive postings that are more accurate than MLS information
- Facebook Ad campaign exclusively to people who are categorized with an "Interested in Moving" residential profile per Facebook analytics
- Instagram posts about your home to reach the Millennial and Gen Y market
- Constant analysis of online traffic data to tweak your campaign to increase traffic and conversion rates
- Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email
- Target market potential buyers to determine who is the most likely buyer willing to pay the highest price both locally and out of the area.

Engaging the Real Estate Community

Through my massive online and social media campaigns, I access thousands of buyers directly. But I also make effort to engage the real estate community.

- Cooperate with all Real Estate companies in Swift Current and surrounding areas using the Matrix Multiple Listing Services
- Contact preferred lenders for any prospective buyers in their network
- Contact agents to request feedback after home is shown, which we then forward to you
- Perform a reverse prospecting search to identify prospective buyers in MLS
- Track all listing analytics to see who is talking about your property and engaging their agent





Though I am an expert at online and social media marketing, I don't ignore traditional methods that are still effective. In our campaign, I also:

- Send direct mail and email flyers about your home to our database of clients
- Contact leads, centers of influence, i.e. family, friends, community leaders, and past clients for potential buyers
- Mass mail a 4x6 colored glossy "Just Listed" postcard to people in your specific neighborhood and target areas
- Colored brochures featuring your home's highlights

Traditional Marketing on Steroids

LISTING PACKAGES

BRONZE PACKAGE

As a Basic package the Bronze package offers you all the must haves of a real estate listing. Under this package you'll receive:

- Free Sellers Guide
- Realtor.ca Syndication
- Kijiji Listing
- Point 2 Homes Syndication
- Exp Website advertising
- **MONTHLY LISTING UPDATES**
- Feedback on showings within 48 hours
- Social media posts (coming soon, just listed)
- Offers presented promptly in person or over the phone
- Negotiation advice
- Track of all deadlines and paperwork
- All Paperwork delivered to lawyers
- Featured on my personal website
- Exclusive invite to client appreciation events



SILVER PACKAGE



As the Middle-of-the-road package this package offers a good mix of the basics along with extra paid advertising and exposure.

With this package you'll receive:

- **Everything included in Bronze Package**
- Personalized Marketing plan
- Professional copywriting for listing
- Thank you gift upon listing
- Featured ad on Point 2 homes
- Personalized market analysis
- Personalized Buyer program if needed
- Research ownership from information services corp.
- Promptly respond to all inquiries

- Research Taxes and lot Zoning
- Gas Line Encroachment Check
- Feedback provided within 24 hours of showings
- **BI-WEEKLY LISTING UPDATES**
- 2 Listing refreshes**

Listing Refreshes are a paid refresh that shows the listing in our MLS system as a new listing, without the hassle of having to take it off the market and relist it.

"Making sure your home is exposed to the masses while still providing options for your budget is my top priority."

Gold PACKAGE



Gold is the top of the line Package. This package will give you maximum exposure with the best results.

This package will give you:

- Everything included in Silver and Bronze Packages **PLUS:**
- Custom Marketing Funnels- Virtual open house funnel
- Listing Rocket FB
- Just Listed Video
- **PROMPT FEEDBACK FROM SHOWINGS**

- **3 Paid Listing Refreshes**
- **Paid Ads**
- **Paid Youtube Advertising**
- **Paid Google Advertising**
- **Professional Photos**
- **Optional virtual staging with disclaimer**
- **Optional Photo Touch Ups**
- **Multi Purchase and sale discount**
- **Retargeting Ads**

gold *silver* *bronze*

Compensation Rate	4%	3.5%	3%
Listing Updates	Weekly	Bi-Weekly	Monthly
Feedback on showings	Prompt	Within 24 hours	Within 48 hours
Listing Refreshes	3	2	0
Negotiation Advice	✓	✓	✓
Deadline and Paperwork Tracking	✓	✓	✓
Featured on my personal website, point2homes, realtor.ca and MLS	✓	✓	✓
Personalized Market Analysis	✓	✓	✓
Social Media Exposure across Multiple channels	✓	✓	✓
Deliver Paperwork to Lawyers	✓	✓	✓
Prompt offer presentation in person or on phone	✓	✓	✓
Exclusive Invite to Client Events	✓	✓	✓
Buy and sell Site ads	✓	✓	
Personalized Buyer program if needed	✓	✓	
Full Video tour- Professionally edited and PAID advertising	✓	✓	
Professional Copywriting	✓	✓	
PAID Targeted Google Ads	✓		
Individual Property Website	✓	✓	
PAID Brightened Photos	✓	✓	
Professional Photos	✓		
PAID Optional Virtual Staging with Disclaimer	✓		
Optional Photo Touch Ups	✓		
PAID Just Listed and Just Sold Postcards	✓		
PAID Youtube Ads	✓		
Virtual Open House	✓		
PAID Targeted Facebook Ads	✓		
PAID retargeting Ads	✓		
Multi Purchase and Sale Discount	✓		
Personalized Seller Marketing Material	✓		

Sellers Packages

Behind the Scenes

While all this activity is happening, I'm also working behind the scenes to make sure your home gets the most exposure so it sells at the best price in a timely manner. I also gather all information necessary to ensure a smooth transaction. To that end, I:

- Immediately send responses to buyer leads via email and text
- Improve the marketing of any under-performing marketing campaigns by analyzing & viewing results of campaigns
- Meet weekly with my team to keep on top of each step in the marketing campaign of your home
- Do my best to price the property correctly the first time to widen the window of buyer showings
- Reassess pricing if online traffic is not converting into offline tours
- Answer any questions that arise throughout the transaction
- Use infra-red, bluetooth technology of Supra Lockbox to monitor agent showings to get fast feedback
- Research ownership and deed type from ISC
- Research property's current land use, zoning, and taxes
- Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agent on MLS printout
- Verify that your property is free of all liens

Once the sale of your home is pending, I stay proactive, not reactive, to make sure the process goes smoothly and efficiently by:

- Verification with agent and lender to ensure buyer is properly qualified, ready and able to be purchased (verified employment, reviewed taxes, credit report, bank pre-approval, etc.) before accepting the offer
- Bi-weekly communication via e-mail about status and progress of sale
- Text message and e-mail reminders to you about appointments and deadlines of the offer, seller disclosures, buyer inspections, appraisal report, buyer final walk through, changing services, and final closing documents
- Constant communication w/ cooperating agent and Lender to give accurate feedback to seller about status of loan, and approval

The Key Steps to Selling Your Home

Innovative Marketing Plan

- Determine & Initiate pricing strategy
- Evaluate property demographics to help determine pricing
- Discuss our detailed marketing plan with seller
- Create all marketing & get approval from seller
- Place yard sign on property
- Monitor and Evaluate results of marketing activities twice a week
- Revise marketing plan and pricing strategy as necessary
- All Vendors if Needed - Stager, Window/Home Cleaner, Painter, Handyman, Home Inspections, Gardener, Appraisers & Much More...



The Selling Process

- Evaluate and determine your needs and priorities
- Confirm that all decision makers agree and are on title
- Review agency choices and select the relationships that work best for you
- Discuss home improvements and recommendations (repairs, home staging, etc..)
- Detailed discussions of "What to Expect" and timelines of events happening with your home
- We register the lock-box to your home and know who is showing your home at what time and ask for feedback after every showing

Call me today!
306.741.2999



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