ACTIVE MARKETING PLAN

Get More Offers on Your Home!



Your free, no-obligation copy of my 36-page Active Marketing Plan is on the way! Want more details?

TEXT OR CALL ME AT

(407) 617-0438

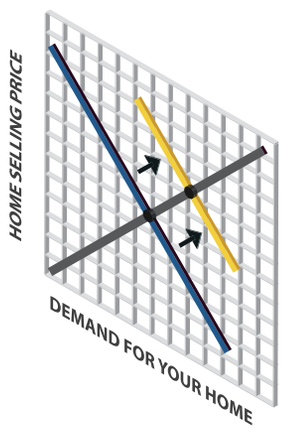
lpt realty

How Buyers Find Their Homes



Most agents rely on three main strategies to promote your property: a yard sign, the MLS system, and real estate websites. However, the best buyer leads often come from other channels and can include those not yet actively looking to buy, usually missed by traditional methods. Today, I'm going to show you how I take those marketing strategies to the next level, as well as introduce my own proven techniques for reaching more buyers.

A Matter of Supply and Demand



As your agent, my goal is to secure bigger and better offers for your home. To achieve this, I've designed my marketing efforts to work in harmony to increase demand for your property. As that demand rises and the supply of homes for sale in your area remains constant, your home's final selling price will naturally increase.

How I Drive Demand to Sell for More



My LPT Realty Active Marketing Plan demonstrates how my methods can do what my competitors cannot – reach an untapped share of the market to attract more prospects and increase demand for your listing. By proactively targeting overlooked buyer segments and expanding your home's reach, we can drive multiple offers and sell for the best price.

3 Keys to INCREASING MARKET DEMAND

EXPOSURE

The more extensive your listing's reach, the higher the chances of reaching the right buyers in the right place at the right time. A great agent will maximize your listing's exposure through marketing efforts that target not only active buyers, but also those who are not yet in the market, have recently left the market, or know someone else looking to buy. This approach captures the attention of *all* buyer segments to encourage more viewings and offers and achieve the best possible outcome for your sale.

REPETITION

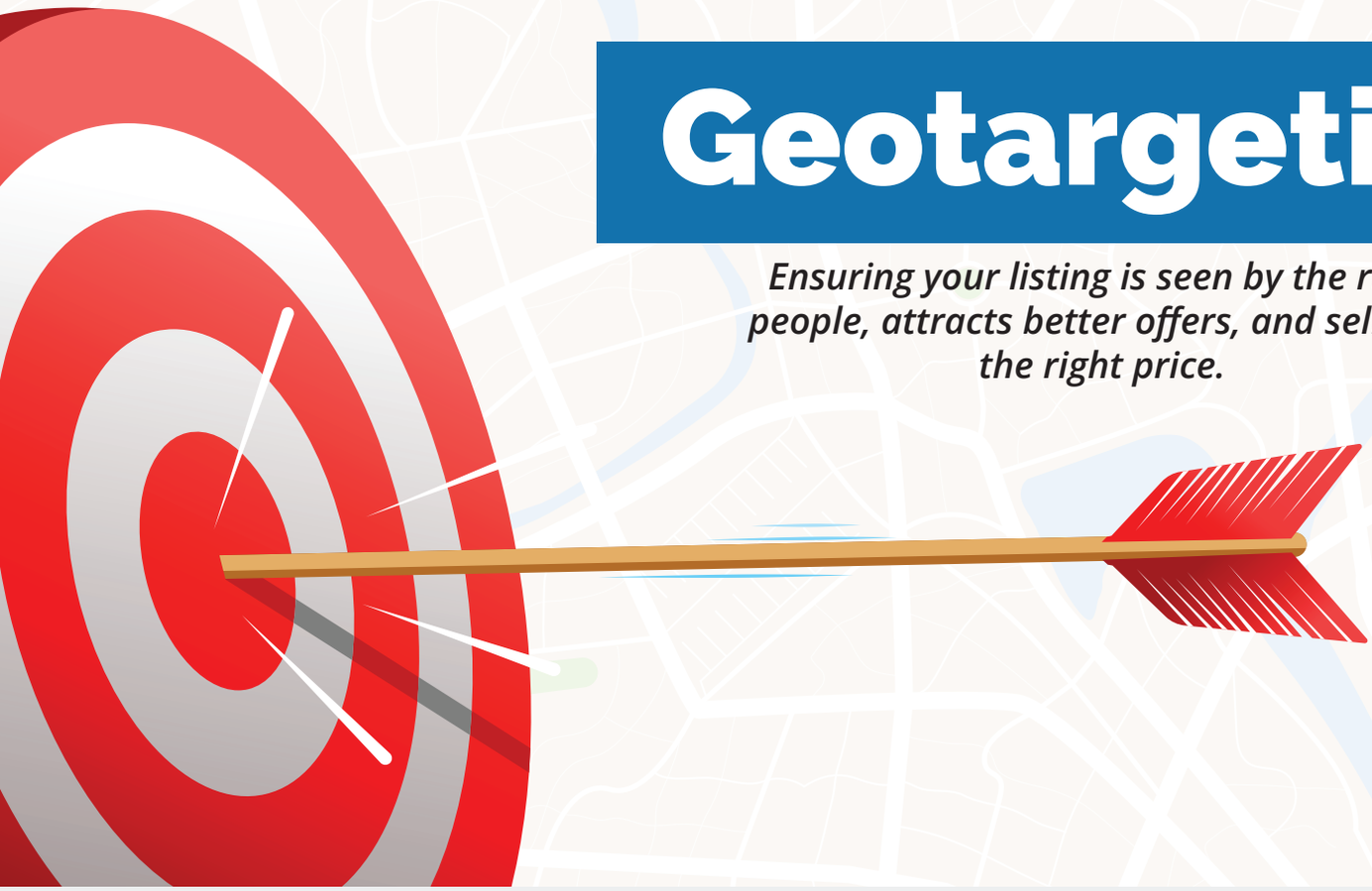
In a world full of distractions – texts, calls, and daily chaos – one impression is almost never enough to ensure your home stands out and stays top of mind. A great agent cuts through the clutter through raw repetition, fostering a familiarity that sets your home apart and makes it memorable among competing listings. This strategic repetition drives buyer action and stands out as one of the most effective methods for generating offers and securing a successful sale.

EMOTION

Big brands have long recognized the power of emotion in marketing, especially for big ticket purchases – including large investments like real estate. When someone finds a home that "feels right," the decision to put in an offer shifts from a financial one to an emotional one, where no price feels too high. This turning point is crucial for maximizing your home's selling potential, and it's why creating memorable, emotional connections between your home and potential buyers is one of my top priorities as your agent.

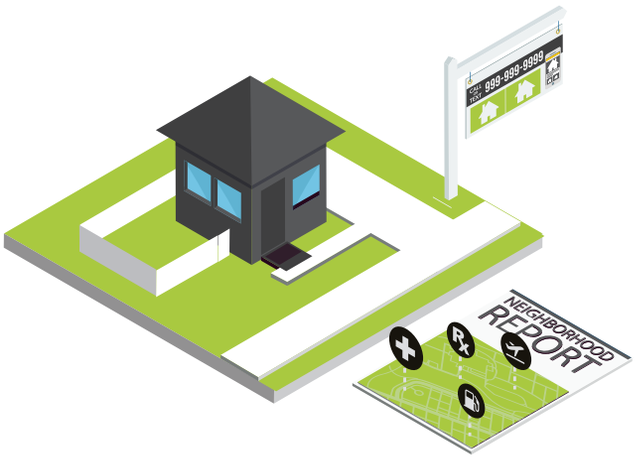
Geotargeting

Ensuring your listing is seen by the right people, attracts better offers, and sells for the right price.



As the name implies, geotargeting focuses content and advertising around a specific location – in this case, that location is your house. Extending from that focal point outward, my print, digital, and direct mail marketing campaigns will target key areas surrounding your home.





In-Home Activation

When it comes to marketing your property, your home is the epicenter around which all other efforts revolve — the core of the campaign.

- 1 Full-Color Sign Rider with Photos
- Neighborhood Reports with Community Information



Canvass

Top individuals looking to stay in the area but searching for a new home, as well as those whose friends or family want to move to your neighborhood.

- Jumbo Door Hangers
- Door Hangers
- Large Flyers
- Small Flyers
- Thank You Cards
- Postcards
- Folding Business Cards
- Double-Sided Business Cards



Direct Mail

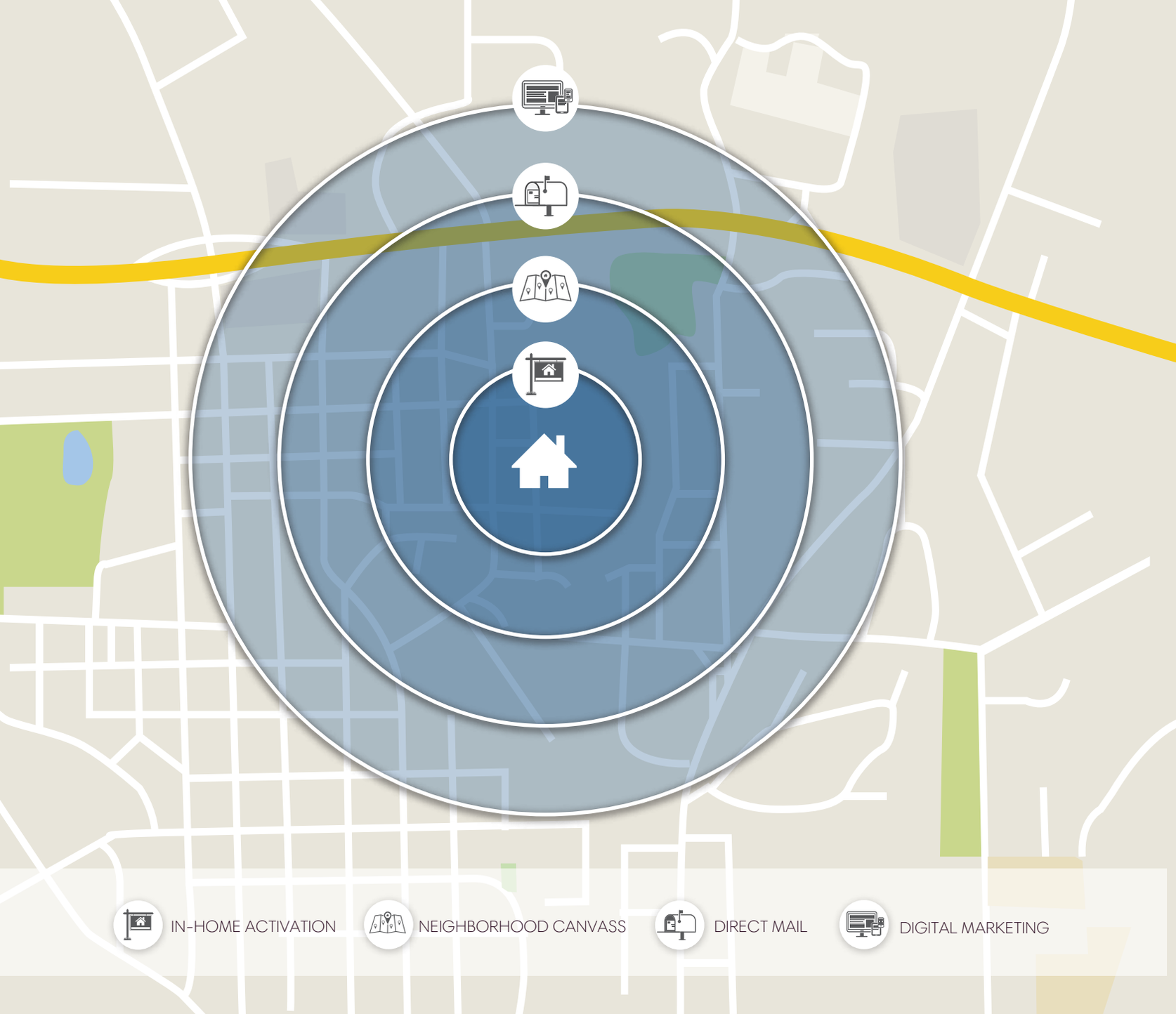
Build recognition through repetition by targeting people in strategic areas around your property using full-color mailers featuring interior and exterior photos of your house.

- Geotargeted "Just Listed" Postcards



Digital Marketing

Reach buyers online by displaying ads for your home on popular social media sites, not just real estate websites.









Text-Enabled Phone Line

Each piece in my marketing campaign features my local phone number. This is not a shared line ringing at a call center — it is my direct point of contact with built-in lead capture capabilities. Potential buyers can call or text this number to get a link to your property's website.

Unique Text Codes

Buyers can use your home's four-digit code to access more information in minutes or less. Not only does this make it fast and easy to get property details, but it means I can also easily keep track of who is interested in your house so I can follow up with prospects over the phone or in person.

Dedicated Website

Your home's website exclusively features your property, so your house won't be competing with other homes for sale in the area or third-party advertising. Buyers can access additional photos, details on your home, and, most importantly, see an accurate and up-to-date price, not just an estimate.

Selling Your Home Quickly and for the Most Money

Buying your home is likely one of the biggest decisions you ever had to make. Now, deciding if selling is the right move may seem like an even harder choice to make. But, if you do decide to sell, I'll do everything in my power to get you the offers your home deserves.

With a single offer on the table, that buyer will try to negotiage your home's price down. However, with multiple buyers lined up to buy your home, each incoming offer will drive the next one higher and so on. This is my number one goal as your agent and the driving force behind every single one of my marketing efforts.

Request your free, no-obligation copy of *9 Critical Questions* to Ask Before Hiring a Real Estate Agent to Sell Your Home!

There are over 3 million active real estate agents across the country. With that many agents, it becomes difficult to find one who is going to sell your home for what it is really worth. To sell your home fast and get the best offers, you need to find the right agent - a local expert who understands the role marketing plays in the home-selling process and can reach an untapped share of the market to drive multiple offers to your home. To find the right agent, you have to ask the right questions. These critical questions can help you make the best choice when hiring a real estate agent to sell your home.



Matthew Buckley
Realtor® SL3412829

TEXT OR CALL ME AT

(407) 617-0438

To receive my 9 Critical Questions to Ask Before Hiring a Real Estate Agent to Sell Your Home, free of charge!