

THANK YOU for taking the time to review our marketing plan. While the entire process is outlined for you here, we want you to know that we'll be in constant communication with you every step of the way. Your experience with us will be tailored to your specific needs, and we will adjust our services to ensure that you feel supported and informed throughout the process. Our goal is for you to feel confident in choosing us to guide you through selling your home.

Over the years, we've had the privilege of helping many clients successfully sell their homes, and in doing so, we've honed the skills necessary to navigate each unique transaction. Our dedication, professionalism, and consistency have driven us to provide nothing less than exceptional service. We take what we do seriously and are passionate about ensuring you receive the best possible outcome. Our aim is to be your go-to real estate professionals for life.

In today's digital age, technology plays a crucial role in marketing your home, and we pride ourselves on staying ahead of the curve. By constantly educating ourselves and implementing the latest strategies, we're able to give your home the massive exposure it deserves. From expert digital marketing and professional video tours to targeted print strategies, we leave no stone unturned in showcasing your property to the right buyers.

Selling your home is one of the most significant financial decisions you'll ever make, and we understand the weight of that responsibility. While the real estate market may fluctuate, rest assured that we remain focused on protecting your personal and financial interests at every stage of the process.

As Community Market Leaders, helping people is more than just a job for us—it's our passion. We are truly grateful for the trust you've placed in us, and we are committed to exceeding your expectations. Each member of our team is dedicated to making sure your real estate needs are not just met but surpassed, and we're here to make this experience as seamless and stress-free as possible.

Thank you again for choosing the Southern Homes Team.

BEST REGARDS,

Southern Homes Team brokered by LPT Realty

Tracy Mathis & Cory Di Benedetto

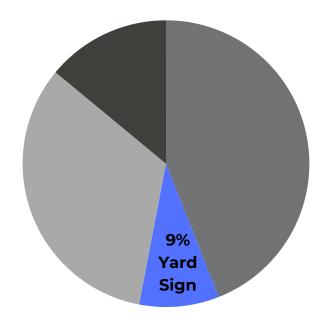


#1 - Place sign in yard.



According to the NAR, only **9%** of buyers find a house from a sign.

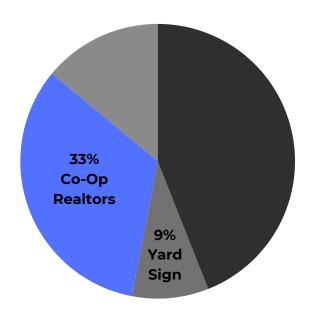
So that's a start, but not enough.



#1 - Co-Op Realtors

According to the NAR, **33%** of buyers found the home they purchased through another realtor.

So, by putting your home in what's called the MLS (Multiple Listing Service), all other realtors out there are going to be working for us to help sell your home as well.





#3 - Real Estate Websites



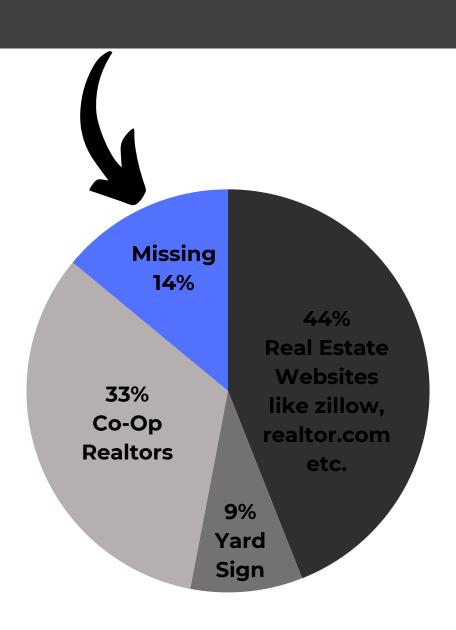
According to the NAR, **44%** of buyers found the home they purchased through real estate websites.

This is done through syndication through the MLS system.

Some of the big sites include but are not limited to Zillow, Realtor.com, Homes.com, & Trulia



What we have to talk about is the missing 14%



Together, these three strategies account for 86% of home buyers.

This is where my marketing tactics mean the difference between doing my job and doing a great job.

The 14% represents those who found their home through means other than the main three strategies previously discussed.

On the surface, 14 percent may not seem like a number worth pursuing if they're so difficult to reach through traditional means. Most agents would think that 86% of potential buyers is enough.



So, how exactly can we reach them and why is connecting with this group so important?

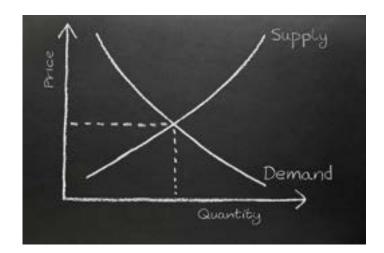


Supply & Dennad

Let's take a trip back to high school economics to talk about supply and demand and how it influences your home-selling strategy. In this scenario, supply is the number of homes for sale in your neighborhood. If we're only using the big three strategies to market your house, we can estimate demand to be 86 percent. The point where supply and demand meet will be your home's price.

When demand increases, and supply stays the same, that price is going to go up. So, if I can increase that demand to more than 86 percent using the creative marketing strategies I'm about to share with you, I can push your home's price up. That's my job, and my goal, as your agent.

So how can I help drive that demand?



To Increase Market Demand

#1 - EXPOSURE

What separates a great agent from an average agent, is the ability and drive, to reach people who haven't started looking for their next home, ones that have just left the market, and the people that know someone that are looking for a home.

For example; a person is interested in buying a home in the near future. They've had the early conversations and made the preparations, but they're not in the market yet. This means they're not going to be looking on real estate websites and they're not going to be noticing every yard sign they pass.



Another example might be, we have people who just left the market. When the market is hot and prices are high, buyers get frustrated. Maybe they couldn't find the perfect home, or maybe they did and their offer was rejected. Whatever the reason, even though the intent to buy is there, disillusionment is preventing them from continuing their search.

Finally, there are those who have no interest in buying but know someone who does. They may not be online scrolling through listings, but when they see a great home for sale, they'll want to call their friend and tell them to check it out.







These are precisely the types of buyers that agents should be targeting, but with basic marketing techniques, these audiences will be missed completely. This means agents must go above and beyond to maximize their listing's exposure, ensuring that all potential buyers inside and outside the market see it. That is exactly what I will do for your home. The more exposure I can get for your property, the more likely it is that I can reach the right buyer, in the right place, at the right time.

#2 - EMOTION



My job as your agent is create a memorable, emotional connection between your home and your potential buyer.

When someone finds a home that "feels right", no price is too high. This shifts the decision to buy from a financial choice to an emotional one, and that is key to reaching your home's highest possible price point.

Creating that connection does not necessarily mean "improving" the product that's already there. Your place is memorable the way it is - it's up to me to present your house to potential buyers as not just any home, but their home. When something, anything - a car, a musical instrument, a piece of furniture - already feels like it belongs to you, walking away from it becomes extremely difficult. At this point, there's hardly a decision to make at all because the product (your home) is, in your buyer's mind, the only choice.

Big companies and brands have long recognized the poser of emotion in marketing a product, particularly if it is a big-ticket item. With a home being one of the biggest purchases many people will make in their lifetimes, creating that connection becomes even more important.



Emotional Connections change the buyers decision from a financial one to an emotional one which will inturn, get you the most money for your home.

#3 - REPETITION













A great agent needs to beat the distractions of everyday life, breaking through the clutter to get your home noticed.

Let's say someone drives by your house and sees your yard sign. They may be interested in buying right now, their friend might have told them about your home, or they may not have been actively looking for a new place, but the instant they saw their dream home for sale, it got the wheels turning in their head.

But then, with a million other things running through their mind, they forget. Most people are constantly busy. They receive text messges and phone calls, maybe a driver cuts them off on the way home - these things happen and they're unavoidable.

I take these variables into account. I know that to get your house noticed and remembered, my marketing must cut through the clutter through raw repetition, showing buyers your home over and over until their desires translate into actions.

The more a consumer sees your home, the more familiar they become with it. So now, when that potential buyer is on a portal like Zillow or realtor.com looking at potential homes, your hometheir dream home - is going to stand out in their mind and form the competition.

One impression is almost never enough. The more times a consumer views your home, the more it will resonate through the distractions of everyday life, stay on their mind, and drive them to the closing table.

We Do This By Being Everywhere!

> AN OMNI PRESENSE



















Digital Marketing

We implement a robust digital marketing strategy including targeted paid ads, retargeting, and custom property websites. We also leverage professional video tours and photography.

- 76% of consumers purchased a product after watching a video.
- Video landing pages achieve up to 800% more conversions.
- 44% of buyers aged 24-57 use internet to find homes.





What is Digital GEO Targeting?

As the name implies, geotargeting focuses content and advertising around a specific location. That specific location would be your home, which means my marketing will target key areas surrounding your home. This strategic targeting ensures your home is seen by the right people, helping get more offers and sell your home for the right price.

Your home is advertised on Non-Real Estate websites to all visitors in a 15-50 mile radius of the homes location.

This ensures that every device that potential buyers are using - desktop, laptop, tablet, and mobile phone is reached.



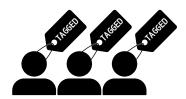
Digital Marketing (Re-Targeting)

What is Re-Targeting?

All digital ads drive visitors to your home's website through clicking on your property's ads.



Your website tags each visitor's internet browser telling it to display your ads to each across millions of websites.



As visitors leave your website to browse other pages on the internet, your ad is repeatedly displayed to those who have been tagged.



Each view on your ad builds recognition and increases the interest of the prospective buyer.

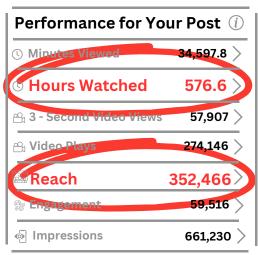


Targeted visitors return to your website, maximizing the opportunity of receiving an offer on your home.



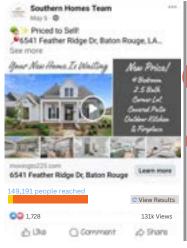
MARKETING ANALYTIC EXAMPLES

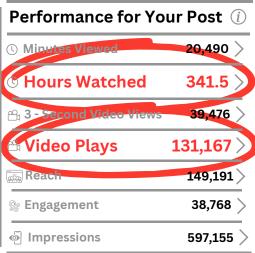






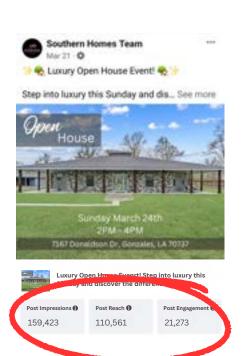


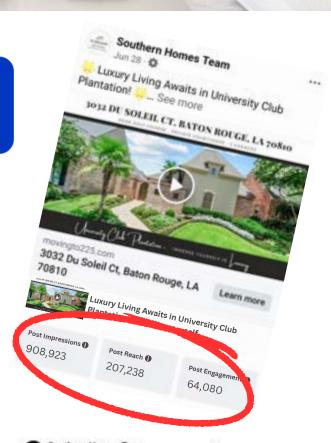




MARKETING EXAMPLES









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661,230



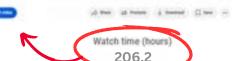


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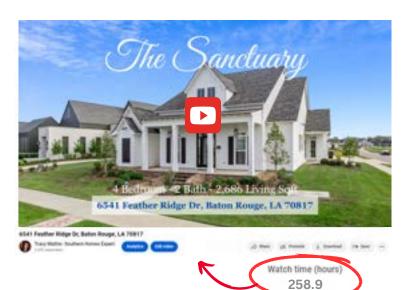


Watch time (hours)





Ready For Your Luxury Home



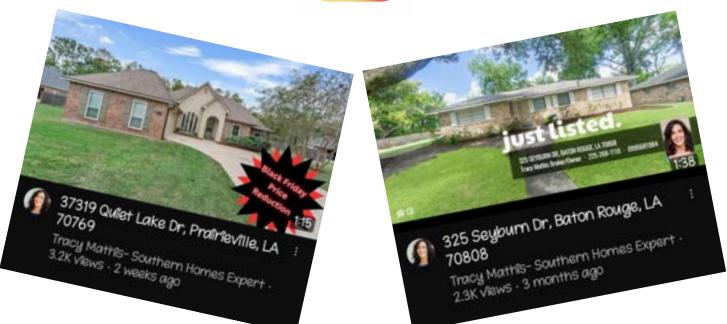
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MARKETING EXAMPLES









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Tracy Mathis Southern Homes Real Estate EdiSouthern Home: Feb 15 +++
6081 WOODBEND DR, Zechary, LA 70791 is now under contract.
See this listing and more on my website: movingto/275.com/dblqr/bwa

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Marin.

Tracy Mathis Southern Homes Real Estate E @SouthernHome: Aug 12 ...
Discover the charm and elegance of 310 Matthew Dr in Denham Springs
youtu.be/71r6bfSBhTQ?sl... via @YouTube



youtube.com

Discover the charm and elegance of 310 Matthew Dr Discover the charm and elegance of 310 Matthew Dr In Denham Springs, LA! This beautifully renovated ...

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Tracy Mathie Southern Homes Real Estate & @SouthernHome: Jun 28. —
Listing Address: 3002 DU SOLES, CT, Baton Rouge, LA 70810
Listing Price: \$485,000
Schedule a showing and request more information here:
movingto/25.com/st



Tracy Mathie Southern Homes Real Estate 1 @SouthernHome: Jun 28 --- 41481 HEARTHSTONE AVE, Prairieville, LA 70769 just sold Contact us for assistance in doing the same with your property, it would be our pleasure to work with you.



MARKETING EXAMPLES



MARKETING EXAMPLES



Supercharged Yard Sign

Adding TEXT CAPTURE & PHOTOS to the Yard Sign

97% of Americans text at least once a day, making it the most widely-used and frequently used application on a smart phone.

78% of people who text wish they could have a text conversation with a business.

70% of Americans prefer texts over phone calls.

23 Hours is the total amount of time that the average adult spends on texting a week.



Every agent uses yard signs, but very few know how to use them to their maximum potential. Nine percent of buyers found their home through a yard sign so, to make this piece of the maketing puzzle even more powerful, there are two key elements I add to your sign.

#1 - Interior home photos are included on the yardsign. By putting interior home photos right on your yard sign using a full color sign rider, potential buyers have something more to look back on instead of just written word.

#2 - Uniques Text Code added to your yard sign rider. By adding this unique text code, it gives potential buyers a fast and convenient way to get details on your home via text messaging.

Advanced Lead Capture Technologies

Dedicated Phone Line

Each Piece in my marketing campaign features a local phone number interested buyers can use to inquire about your home. This is not a shared line ringing at a call center - it is my direct point of contact with built -in lead capture capabilities. And because 64 percent of people prefer text messaging to phone calls when communicating with a business, according to a Harris Interactive Poll, potential buyers can simply text this number to get a link to your property's website with all the details they're looking for.



Unique Text Codes

With increasingly busy lives and a crowded market, the best way to ensure potential buyers engage with your property is to make the process as simple as possible. My marketing system assigns your home a unique four-digit code buyers can use 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 even in person.



Property-Specific Websites

As soon as an interested buyer calls or texts using your property's code, they'll be sent a direct link to your home's dedicated website. That page 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's unique features, and most importantly, see an accurate and up-to-date asking price, not just an estimate of your property's value.



Neighborhood Cawass

High-quality print materials, featuring professional photographs of your home's exterior and interior, are strategically distributed throughout your neighborhood to ensure consistent visibility among potential buyers. This repetition fosters the necessary exposure to create a lasting impression, making your property instantly recognizable to those prospective buyers. Moreover, because these print materials are tangible, they are exceptionally effective in establishing an emotional connection, allowing future homeowners to physically engage with and envision your property as their own.

Neighbohood Print Pieces Include the following:

Door Hangers (Standard & Jumbo)

Flyers (Large & Small)

Folding Business Cards & Double Sided (With Property Photos & Info)

Hand Written Thank You Cards













min MARKETING



Staging & Home Preparation

Staging creates an emotional connection with buyers and helps them visualize themselves in your home. We offer full and partial staging services, along with a free consultation from our professional stager.

Key Points:

- Staged homes sell faster and for more money.
- Staging helps buyers emotionally connect with your home, driving offers and competition.



Meet Our Jean



Fallon: Transaction Coordinator - Handles all the details, paperwork, and deadlines to keep your sale on track.



Shelby: Listing Coordinator - Oversees every aspect of your listing, from staging to photos, and keeps it updated across platforms.



Hudson: Photographer/Videographer - Captures stunning visuals to showcase your home through professional photography and drone footage.



Tricia: Advertising and Systems Manager - Designs and manages the digital marketing funnels and ad campaigns that give your home maximum exposure.

Ready to sell?

BOOK YOUR SAVVY SELLER CONSULTATION TODAY





SCAN HERE FOR SELLER TIPS







