

# The Marketing Approach

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Your Home Deserves More Than a Sign in the Yard



BREN BREWER  
*Real Estate Team*

**kW** ADVANTAGE  
REALTY  
KELLERWILLIAMS.

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# *Proactive* **SELLING**



When it comes to selling your home, we take a different approach—one that's proactive, not passive. **We don't just list your home and wait for a buyer to show up; we go out and find the right buyer for your home.** Our strategy is designed to **maximize exposure, target the right buyers, and drive results** beyond the standard MLS listing. Through expert pricing, high-quality presentation, targeted outreach, and strategic digital marketing, we ensure your home gets the attention it deserves.

We leverage **data-driven** buyer profiling, **direct prospecting**, and **paid online advertising** to actively seek out the most qualified buyers. From personalized outreach via calls, texts, and emails to **high-impact digital campaigns** on platforms like **Google and Facebook**, we don't just market your home—we position it for success. Throughout the process, we maintain **consistent communication**, providing regular updates on interest, feedback, and market activity to keep you informed every step of the way.

*Creating maximum exposure is key*

# *Home* PRESENTATION

We make sure your home looks its best before it ever hits the market.

## What we include:

- **Professional Photography** - High-quality photos that highlight your home's best features.
- **Walk-Through Video & 3D Virtual Tour** - Every listing gets a full video tour and virtual walk-through to attract serious buyers online.
- **Pre-Market Prep List** - We do a quick walkthrough and provide a simple checklist to get your home showing-ready.
- **Curb Appeal Review** - We'll offer feedback on exterior details that make a strong first impression.





# Listing EXPOSURE

## MLS & Online Exposure



Houston  
Association of  
REALTORS®



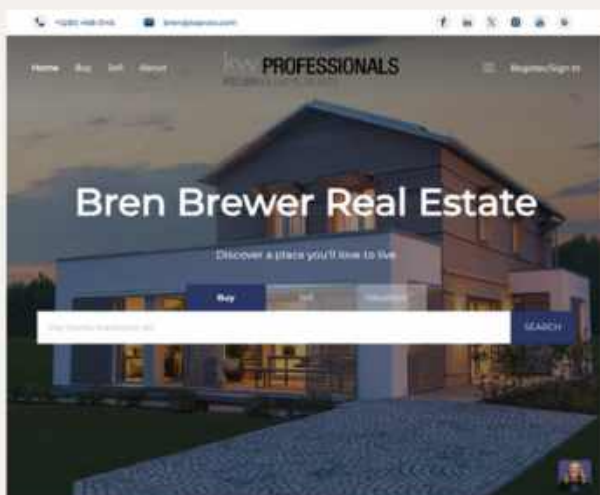
**TOP AGENT**  
ON ZILLOW



Homes.com™

realtor.com®

Listing your home on the **Houston Association of Realtors (HAR) MLS** ensures it reaches thousands of agents and buyers, with added visibility on HAR.com, one of **Texas' most visited real estate sites**. Your home is also syndicated to major platforms like **Zillow, Realtor.com, and Homes.com**, attracting millions of potential buyers. As a **top agent on Zillow**, I ensure your listing stands out, maximizing exposure and buyer interest.



Beyond these platforms, your home will have a **prominent featured listing page** on **BrenBrewer.com**, showcasing high-quality photos, key selling points, and essential details. Through **targeted marketing, social media, and search engine optimization**, we drive even more traffic to your listing, ensuring it reaches the right buyers and generates strong interest.





## Getting it Seen is Step One in **Getting it Sold**

This custom listing display is available to only **10% of listings** in your market and can help your home stand out on Zillow through:

- Eye-catching media like high-resolution photography, interactive floor plans, and virtual tours to entice potential buyers.
- Increased visibility on Zillow with prioritized placement in personalized search results, special map callouts and email alerts to Zillow's customer database.
- Interested shoppers can contact your agent directly from your listing.
- Powerful exposure on the one residential website that hosts over 233 million average monthly unique users.\*

### ACTIVE SHOWCASE LISTINGS ON ZILLOW RECEIVED:

An average of over

# 80%

♥ Saves

🔗 Shares

👁 Page Views

Compared to similar nearby non-Showcase listings on Zillow.

## 10% more likely

to go pending in the first

## 14 Days

compared to similar nearby non-Showcase listing on Zillow

Sell for

## 2% more

than similar non-Showcase listings on Zillow

\*Based on Zillow's Q3 2024 average monthly unique users. Zillow, StreetView and HotPads measure unique users with Google Analytics, and Trulia measures unique users with Adobe Analytics.

Showcase listings on Zillow include an interactive floor plan, a virtual tour, and a specialized exposure on Zillow (the "Showcase Treatment"). This claim is based on Zillow data analyzed in Showcase markets with at least one For Sale by Agent listing during the initial four ten-day period a listing is in these markets with the Showcase Treatment, was active on Zillow, up to pending (the "Showcase Listings") and is listed to sell using the Showcase Treatment on the date the listing went live in the applicable MLS, up to pending. The Showcase Listings were compared to For Sale by Agent listings on Zillow, (i) without the Showcase Treatment, (ii) of the same home type, (iii) located in the same city and within two miles of the Showcase Listings, (iv) on the market during the same time period as the Showcase Listings or the immediately prior month, (v) containing a similar interior as the Showcase Listings, (vi) having similar square footage as the Showcase Listings, and (vii) having a similar bedroom count. \*The data is from December 15, 2023 and is an average from the immediately preceding six-month period. The data includes the top 1% and bottom 1% of total page views, saves, and shares from each month and then immediately preceding six-month average.



# *Buyer* PROFILE



Before we market your home, we take the time to identify who we're marketing to. Every property appeals to a different type of buyer, and understanding that helps us position your home effectively—from pricing and photos to where and how we advertise.

## **We consider factors like:**

- **Price Point** – Who can realistically afford this home?
- **Lifestyle Fit** – Is it ideal for families, professionals, retirees, or investors?
- **Location Draws** – Schools, commute times, nearby amenities, and neighborhood vibe.
- **Financing Trends** – Whether likely buyers will be cash, conventional, FHA, or VA.

By creating a clear profile of your likely buyer, we make smarter decisions about marketing placement, messaging, and even staging recommendations—all designed to grab their attention and drive traffic.

# Targeted PROSPECTING



*We don't wait for buyers to show up—we go out and find them.*

We take a **proactive approach** to finding the right buyer for your home by reaching out directly every day.

## Here's how we do it:



☎ **200+ daily calls, texts, and emails** to buyers, agents, and neighbors

🎯 **Search behavior + buyer profile** matching using data from online activity

📍 **Circle prospecting** your neighborhood to find referrals from nearby residents

🗨️ **Personal outreach** to our buyer database and recent open house guests



This hands-on strategy helps us generate interest faster—and often before a buyer even sees your home online.



# *Paid* ADVERTISING

## Targeted Online Advertising

**We don't just aim for more views—we aim for the right views.**

Using your home's buyer profile, we create paid ads that target buyers based on:

-  **Search behavior**
-  **Location**
-  **Interests & demographics**



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## Where Your Home Will Be Seen

**Your home is advertised across:**

-  **Google** - where buyers start their search
-  **Facebook** - for targeted reach based on life events and interests
-  **Instagram** - for visually-driven exposure to active house hunters

These platforms help us put your home in front of serious buyers—right where they're already looking.



# *Social* MEDIA



## Social Media Marketing That Moves the Needle

We don't just rely on the MLS or paid ads—we leverage the power of social media to consistently get your home in front of the right people.

Every listing gets a full-featured campaign across **four major platforms**, shared with thousands of potential buyers and referral sources.

Our Strategy Includes:

- **3 Custom Listing Posts Per Week** - Each post highlights a unique angle—home features, neighborhood perks, layout details, or standout upgrades. No copy-paste templates here.
- **Cross-Platform Distribution** - Posts go live on:
  - 🌐 Facebook (3,800+ followers)
  - 📷 Instagram (537+ followers)
  - 💼 LinkedIn (2,000+ connections)
  - 🐦 Twitter/X (nearly 300 followers)

### 💬 Why This Matters:

Buyers don't just search on websites—they scroll, follow, and click. Our social media strategy makes sure your home is part of that conversation, every single week.



# Targeted MARKETING



4 Strategic **Open Houses** generate buzz and connect your property with the ideal buyer. We proactively reach out through **direct mail, door knocking, and calls** to the neighborhood while also inviting all agents and **qualified buyers** from our extensive database.



5 We leverage the innovative **Showing Smart** service to streamline and track private showings, ensuring a seamless process for homeowners and **buyers**. Its online platform also gathers valuable **feedback** from showing agents to continually refine our approach.



6 We monitor key **performance indicators**—including **website visits**, social media engagement, and lead generation—and provide a **weekly email** summarizing our comprehensive marketing efforts for your property. Using real-time analytics, we continually refine our tactics to ensure **maximum market penetration**.

# *Transparent* COMMUNICATION

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You'll never wonder what's happening with your home sale. **We provide detailed weekly updates**, giving you full transparency into our **marketing and prospecting efforts**. You'll know exactly **how many buyers** viewed your property across different online platforms, how many were reached through **phone calls, emails, and direct outreach**, and what specific advertising strategies we've used. From **social media ad performance to open house attendance**, we keep you informed on what's working, what's next, and how we're continuously refining our approach to get your home sold.

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We never forget that **your goals come first**—we work for you every step of the way!



## WEEKLY EMAIL EXAMPLE

### Website Traffic

- **Number of Views:** 413
- **Top Sources:** Social Media

### MLS Traffic

- **Desktop Views:** 1386
- **Mobile Views:** 725
- **# Added as Favorite:** 24

### Showings

- **Number of Showings This Week:** 3
- **Scheduled Showings Next Week:** None Yet

### Showing Feedback

Here is what potential buyers and their agents have said about your home:

- **Feedback:** Potential Buyers Love the neighborhood and the size of the bedrooms and the backyard
- **Common Themes:** Step up in the kitchen is a common dislike among potential buyers
- See attached feedback report for Feedback from all previous showings

### Links to Your Listing

Your home is actively listed on the following platforms:

- [MLS Link](#)
- [Zillow Listing](#)
- [Realtor.com Listing](#)
- [My Website](#)

View the **Virtual Tour** here: [Virtual Tour Link](#)

### Activities to Boost Visibility

Here's what we've done this week to attract more buyers:

- Follow up with Potential Buyers from Social Media Ads
- Emailing Potential Buyers
- Follow Up with Open House Attendees
- Reached out to Neighbors for potential buyers


### Next Steps

Looking ahead, we're planning the following actions:

- Working on getting all feedback from showings
- Following up with Potential Buyers from Social Media Ads
- Reaching out to neighbors for potential buyers

If you have any questions about the activity this week or ideas you'd like to discuss, feel free to reply to this email or give me a call. I'm here to ensure

## WEEKLY EMAIL EXAMPLE




**1805 Twila Ln**  
Conroe TX 77301

[VIEW PHOTOS](#) [VIRTUAL TOUR ▾](#)

[Print](#) [Share](#)

Contact Agent:



**Bren Brewer**

[\(281\) 468-5145](#)  
[bren@soprotx.com](mailto:bren@soprotx.com)

Keller Williams Realty Professionals,  
8344 Spring Cypress Rd Ste B,  
Spring, TX 77379

[CONTACT AGENT](#)

**MARKET OVERVIEW** **MARKET ACTIVITY**

**MARKET OVERVIEW**

- Analysis of Homes Available For Sale

<b>67</b> SIMILAR HOMES FOR SALE \$216,750 to \$293,250 price range and Sqft. range 1,548 to 2,548 <a href="#">View more</a>	<b>\$268K</b> AVERAGE LIST PRICE Of homes available for sale	<b>1,810</b> AVERAGE SQFT. Of homes available for sale
<b>\$148</b> AVERAGE COST/SQFT. Of homes available for sale	<b>55%</b> HOMES FOR SALE REDUCED PRICE <a href="#">View more</a>	<b>65</b> AVERAGE DAYS ON MARKET
<b>Seller</b> CONDITION FAVORS SELLERS MARKET		
<b>17</b> SIMILAR HOMES ARE PENDING \$216,750 to \$293,250 price range <a href="#">View more</a>		

**We Keep  
You  
Informed!**





# Transaction PROCESS

The real estate transaction is complex – and navigating you through every step of the sale is my expertise. From pricing and marketing to negotiations and closing, I ensure a **seamless, stress-free experience** while maximizing your home's value.

## Transaction Timeline

- Initial meeting, walkthrough, and needs analysis
- Sign listing agreement
- Establish list price
- Prepare property for sale, staging, photography, etc...
- Launch "Coming Soon" Campaign
- Officially list your property
- Launch "Just Listed" Campaign - digital marketing, postcards, etc...
- Start showing your home and hold open house if desired
- Receive and present offers
- Open title
- Negotiate contract
- Go under contract
- Facilitate inspection process
- Negotiate any issues with inspection
- Appraisal
- Final walk-through
- Close



# CUSTOMER SATISFACTION

*Rating*

"Bren is an amazing Realtor who made us feel like we were her only clients she was working with. She's very attentive and responds to every question quickly. We couldn't have asked for a better realtor!"



"Bren was very helpful when assisting us with our home sale. She was very responsive throughout the entire process and provided great advice to ensure we made the best decisions."



"Bren knew all my needs and wants and what I expected out of her role as my Realtor. I am Disabled and Bren walked me through selling my childhood home from beginning to end with grace and professionalism!!!! I would highly recommend her to anyone without any hesitation what so ever !!!!!"



**Bren Brewer**

**Overall Rating**

**4.97/5.0** ★★★★★

Based on 34 Completed Surveys

[View Rating Report](#)



**Bren Brewer**

**PREMIER AGENT™** ⓘ

Keller Williams Professionals

Lead of The Bren Brewer Real Estate Team

**5.0** ★ 7 team reviews



# *Meet* OUR TEAM



## **Bren Brewer**

Broker / Team Lead

Bren Brewer, a Realtor and Broker since 2011, brings expert guidance and a commitment to excellence. Bren also serves as a Keller Williams Labs Advisor, enhancing real estate through technology. A Texas A&M graduate (2005) and fluent in Spanish, Bren connects effortlessly with diverse clients. Whether you're buying or investing, Bren is your trusted real estate partner.

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## **Josh Brewer**

Agent / Listing Specialist

Josh Brewer brings nearly 14 years of real estate expertise. As a former Acquisition Director, he priced over 15,000 homes and purchased 1,000+ properties with 99% underwriting accuracy, sharpening his skills in valuation and strategic pricing. Josh understands both residential and investment real estate, helping sellers highlight key features to maximize value.

**BREN BREWER**  
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