



Our Successful Selling Marketing Program

The Marketing Action Plan

The following is your customized Marketing Plan designed specifically to help us achieve the successful sale of your home.

Your Price

This is the most important decision we make in our marketing strategy, and every great strategy starts with thorough research.

Our Detailed Market Survey Includes:

- Studying the local real estate trends and speaking with lenders regarding market influences that could potentially stunt a sale.
- Compiling data reported by the county assessors office and Multiple Listing Service.
- Reviewing local government data on any known conditions that could positively or negatively affect valuation and salability.
- Attending open houses in the area to gather intelligence on potential competition.
- Taking into consideration our sellers own goals in meeting sale date objectives.



Preparing For A Successful Sale

Along with this marketing plan, you will also receive advice on how best to prepare your home for a fast and successful sale. We know all the tips and tricks that will help your home stand out from the competition. We consult with professional home stagers and interior designers on a regular basis and receive training on best practices for creating scenes that influence buying decisions.

Your Property

When Listed With Asset Vu You Receive:

- Professional Staging Advice.
- Professional High Quality Photography
- Virtual Media
- Luxury High Gloss Solid Metal Panel Yard Signage
- Smart BT Supra Programmable Digital Lockbox
- Listing in the Metrolist Multiple Listing Service
- Highly Visible Social Media Advertising
- Reverse Prospecting Campaigns - Realtor Audience
- Web Advertising on Well Over 62 Different Websites
- High Profile Ad on Asset Vu Real Estate Website
- Property Specific Website Featuring All Property Details
- Listing Syndication with Zillow.com Featuring Your Property
- Property Listing on Realtor.com
- UV Coated Premium Quality Property Fliers
- Broker Open Tours
- Open Houses



Your Content

The images and descriptions of your property will be used to capture and keep the attention of your ideal buyer. We use quality images and artfully created copy to not only intrigue any potential buyer, but to get found on the internet. The proper use of key words used by your ideal buyer can make or break whether they are able to find you in an online search.

Together we will determine who your ideal buyer is. Then we will focus on the most sellable features of your home. We will use attractive images that show off your homes uniqueness and present the home in its best light. We also take special care in artfully crafting copy focusing on the benefits of living in your home, not just its features.



Property Fliers

With access to rich media, you can be assured that your home will be advertised in the most professional and attractive way. Our promotional fliers are second to none and feature multiple photos highlighting both the interior and exterior elements of your home.

**6027 DEL ORO ROAD
GRANITE BAY, CA 95746**



- 2300 Square Feet
- 3 Bedroom, 2 Bathroom Custom Home with Separate Family and Living Rooms, Formal Dining and Built-in Pool.
- Entertainer's Kitchen with Stainless Steel Appliances, Granite Slab Counters, Professional Grade Appliances include Double Oven plus Convection/Microwave Combo, Gas Cook Top.
- 1 Acre Cross Fenced Lot Zoned for Animals
- Beautiful Wood & Tile Flooring.
- Designer Features Throughout: Two Tone Paint, Extensive Crown Molding, Tiled Wood Flooring and More.
- Private Backyard Oasis with Fenced Sparkling Pool, Spacious Covered Patio Area, Gazebos and Mature Landscape.

~ BEAUTIFULLY RENOVATED CUSTOM HOME ON 1 ACRE ~

Very unique custom home with a substantial \$150K renovation completed approximately 5 years ago under the supervision of an interior designer. Bring your animals or just a green thumb because this single story gem is completely cross fenced and sits on nearly an acre of Granite Bay land. Features include multiple garages, an outbuilding, in-ground swimming pool, double fenced rear yard area, tile roof, and a dream interior that was designed with entertaining in mind. HVAC recently replaced too! This home is sure to please even the most particular buyer. Call to schedule your private viewing today.



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Open Houses

Nothing can compare to actually being able to walk through a property and check it out in person.

A survey performed by the National Association of Realtors shows that old-fashioned open houses remain to be useful to consumers shopping for homes. In fact, in 2013 the number of buyers who used open houses as a resource in their home search was approximately 5 of every 10 surveyed or nearly 50%. While the World Wide Web has definitely changed how real estate marketing is being conducted an open house may still just be the one resourceful tool that helps get your home sold. This is why we offer a comprehensive open house plan that incorporates strategic marketing to draw lots of interest leading up to our open houses.

Our record of success in bringing both real estate agents and prospective buyers to our open houses is impressive. We have had cars lined up waiting for our opens to open before. We have sold many of the homes we list through our open houses. We have also accommodated many agent courtesy showings through our opens.





Social Media

A picture is worth a thousand words. When buyers sort through hundreds of homes that fit their search criteria they will be more attracted to those with multiple photos and your odds for finding a buyer on the internet increases dramatically. While buyers need to be able to visualize the inside of your property, the more time they spend looking at your home online, the more likely they will be to call and schedule a showing. We are experts in getting your home the exposure it needs, holding buyer interest and encouraging meaningful interactions.



Ongoing Support

As your agent, I am your advocate everywhere I go. Our team at Asset Vu Real Estate promotes your property in all that we do as well. The internet is a very powerful tool, but nothing beats the recommendations of a trusted friend. We are well connected within the communities we serve and we operate under a Broker who has reached a very high level of personal production earning him the highest award that one can receive from the Placer County and Sacramento County Association of Realtors. He now uses this experience to support all of our team members so that we can produce the best outcomes on each project we manage for our clientele.

Accessibility

I Can Communicate Via:

- Phone
- Text
- Email
- Fax
- Social Networks
- Audio Conferencing
- Video Conferencing

I can also adopt alternative methods of communication should a specific situation require it.



Five Star Service

We are rated as a Five Star Service Provider with both Yelp and Zillow!

Having served thousands of clients under the Asset Vu brand we still focus on treating each and every client as if they are our only client. It is this level of service that has kept clients coming back to us. We have clients in our portfolio who have purchased and sold five or more homes with us. Our focus on the quality of the services we provide and the people we cater to enable us to consistently produce above average results forming client relationships that last years beyond the initial project.

We are not average by any measure. Unlike larger brokerages who hire anyone and everyone we do not have one Realtor or administrator on our staff who hasn't been carefully selected after coming to us with a portfolio of experience. These team members make up your selling team. We wouldn't expect you to want less from your real estate professional than that of the other professionals you hire and that is why we take great pride in the quality of our well educated and highly experienced staff.

If you feel we missed something in this brief listing presentation please let us know. We want to answer any questions so that you can make an informed decision.

