

Marketing Strategies



I had a listing appointment and decided to go in guns blazing with the whole seller listing launch rollout extravaganza. I walked in with my early entry sign and rider, marketing materials (perma flyers from past listings, mailers, door hangers, etc). I started our listing conversation which immediately led to the sign and specifically the Seller Listing Launch® materials and the fact that I would be knocking on doors; they told me to stop and said you got the listing – now let's talk about what we are going to buy...

Tim Auld

John L. Scott Residential Specialist

Seller Listing Launch[®] Strategy and Marketing Guide

Seller Prep

A well planned and thought out Seller Listing Launch[®] strategy is encouraged. The week preceding the Launch, prepare for all your marketing

Seller Consultation and Seller Listing Launch[®] Presentation

Explain to the seller the strategies and benefits of the Seller Listing Launch[®] with focus on the backlog of buyers and being Market Ready day one.

Home Ready and Yard Ready

Discuss getting the home and yard Market Ready. Create a “to do” list for the seller. Obtain confirmation with seller on the importance of completing the “to do” list prior to Launch.

If there are major repair items that cannot be fixed right away and requiring additional time to remedy, then discuss with Seller the option of listing after the repairs are complete. It's important the home and yard are Market Ready on day one. Use the Seller Listing Launch[®] Rollout Sequence.

Clean, Declutter and Stage

Discuss the importance of cleaning, decluttering and staging to create a more spacious home. If the seller agrees to have the home staged, arrange a meeting with a staging professional for the seller to discuss staging options. Cleaning, declutter and/or staging will need to be complete before photography.

Seller Listing Launch[®] Confirmation

Meet with Seller prior to the Seller Listing Launch[®] to assure the home and yard are ready for Day One Marketing and the Special Kick-Off Weekend. Ensure the seller has completed their checklist of Property Preparation proposed items.

Seller Listing Launch[®] Day

In low inventory market conditions, suggest: Launch the listing at the end of the week, Thursday or Friday with Early Entry on Saturday an hour before Open House hours (12 pm – 1 pm). Due to heavy Open House traffic on Kick-Off Weekend, suggest: two Broker Associates at each Open House.

Marketing Prep

Professional Photography - #1 Marketing Item

First, arrange to have professional photos taken of the home. The home should be cleaned, decluttered and staged in showcase condition.

Virtual Tour, Video, or Matterport (Optional)

Use the professional photographs to develop a slideshow virtual, a professional videographer, and/or Matterport Virtual Walkthroughs all enhance a buyer's experience of viewing the home online. The video or virtual tour can also be used in other marketing campaigns such as a link on social media sites and with emails. 100% of Buyers will watch a video if they like the photos.

Create Marketing Materials

Before the launch, prepare all your marketing materials. A well organized marketing campaign is critical for the success of the Special Kick-Off Weekend and Early Entry events. These pieces include special postcard invites, door hangers, post cards, flyers, yard arm toppers, Early Entry/Special Kick-Off Weekend A-board toppers, special emails and social media messages.

Write Descriptive Marketing Copy

Write descriptive marketing comments for all marketing channels; MLS, JLS.com, Flyers, Post Cards, Brochures, emails and social media.

Flyers – Special Kick-Off Weekend

Create special marketing pieces for the Early Entry and Special Kick-Off Weekend events. You can either design your own flyer or use flyer templates provided in MyDesk. Highlight and accent the Early Entry and Special Kick-Off Weekend Open House events.



Postcards

Create special postcards for the Sneak Preview and Special Kick-Off Weekend events. You can either design your own postcard or use one provided in Online Office. Highlight and accent the Sneak Preview and Special Kick-Off Weekend Open House events.



Sneak Preview Special Invitation/Door Hangers

Invite the neighbors, the seller's sphere of Influence and your SOI. Do so with special invites, flyers, post cards, door hangers and using email and social media. Design special invites for both the Early Entry and Special Kick-Off Weekend events. (Neighbors are one of your best sources for future listings. Many neighbors visit open houses to shop Brokers or ask real estate questions. Now is a great chance to WOW them.)



Sphere of Influence Email (for Seller Sphere and Broker Sphere)

Provide information about the home for Early Entry or Special Kick-Off Weekend event. If you've made a special event flyer, the saved flyer can also be used as an HTML piece. Copy it to your clipboard and drop it into an email. Send the email out to your SOI. Forward the HTML flyer to the seller. Ask that they forward the flyer to their friends, co-workers and family.

Seller Sphere of Influence email invites sample copy:

Early Entry for Neighbors™

We have decided to sell our home and have listed with <Broker Name> at John L. Scott. We would be honored if you would stop by and for our Early Entry Open House for neighbors and friends this <DAY> from <TIMES>. Please keep us in mind if you know of anyone that would like to live in the neighborhood we call home. Thank you.

To see our home, please click on the link. Please forward to anyone you know that may be interested. www.JohnLScott.com/55555

Special Kick-Off Weekend with Early Entry for Neighbors™

We have decided to sell our home and have listed with <Broker Name> at John L. Scott. We would be honored if you would stop by for our Special Kick-Off Weekend Open House this <DAY/S> from <TIMES> with an Early Entry for neighbors and friends this <DAY> from <TIMES>. Our broker, <your name> will be hosting the Open House for us. Please keep us in mind if you know of anyone that would like to live in the neighborhood we call home. Thank you.

To see our home, please click on the link. Please forward to anyone you know that may be interested. www.JohnLScott.com/55555

Special Kick-Off Weekend

We have decided to sell our home and have listed with <Broker Name> at John L. Scott. We would be honored if you would stop by for our Special Kick-Off Weekend Open House this <DAY/S> from <TIMES>. Our broker, <your name> will be hosting the Open House for us. Please keep us in mind if you know of anyone that would like to live in the neighborhood we call home. Thank you.

To see our home, please click on the link. Please forward to anyone you know that may be interested. www.JohnLScott.com/55555

Broker Sphere of Influence email invites sample copy:

Early Entry for Neighbors™

Please join me for an Early Entry debut of this lovely home this <DAY> from <TIMES>. Be one of the first to see this home before the big special Kick-Off Weekend Open House. (Attach Flyer or link)

To see the home, please click on the link. Please forward to anyone you know that may be interested. www.JohnLScott.com/55555

Special Kick-Off Weekend with Early Entry

Please join me for a Special Kick-Off Weekend debut of this lovely home this <DAY/S> from <TIMES> with an Early Entry for neighbors and friends this <DAY> from <TIMES>.

To see the home, please click on the link. Please forward to anyone you know that may be interested. www.JohnLScott.com/55555

Special Kick-Off Weekend

Please join me for a Special Kick-Off Weekend debut of this lovely home this <DAY/S> from <TIMES>.

To see the home, please click on the link. Please forward to anyone you know that may be interested. www.JohnLScott.com/55555

Social Media

A great way to create attention for the Seller Listing Launch® is to post the information on social media sites like Facebook, Google +, or Twitter. Share the flyer invite on Facebook. Ask that the seller to post and share Special Kick-Off Weekend and Sneak Preview information through their social media outlets. Ask your SOI to forward or share the information link with anyone they think might be interested in the open house. Add the link directly to your listing on JLS.com. For additional exposure, use the John L. Scott Boost program to create digital advertising for social media (johnlscott.com/boost).

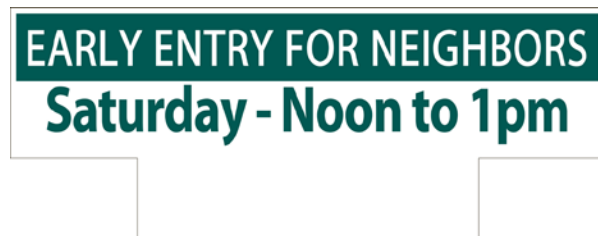
Here is an example to post on Facebook:

Please join me Saturday only (date) 12 p.m.-1 p.m. for an Early Entry event for this wonderful home in the (Neighborhood) neighborhood of (City). Be one of the first to see it before the big Special Kick-Off Weekend Open House on Saturday and Sunday. (Attach John L. Scott webpage link to the property.)

Please join me for a Special Kick-Off Weekend Open House (dates and times) for this wonderful home in the (Neighborhood) neighborhood of (City). (Attach John L. Scott webpage link to the property.)

Toppers

Create community awareness with Yard Arm and A-Board Toppers. “Special Kick-Off Weekend” and “Early Entry Open House” Toppers are customizable for Yard Posts and A-Boards and available from SignPros (www.signpros.net). Order Toppers with times that you would always host these events so that you can reuse the same toppers for your next listing.



Tips to Remember:

Transitioning Early Entry to Special Kick-Off Weekend Events

Replace and or remove toppers accordingly. See Checklist for more information.

Destination Markets

If you happen to cover a second home area or destination market, Open Houses may not be a major part of buyer search patterns. In these areas, create a Special Kick-Off Weekend Open House Saturday with an Early Entry **one hour** prior to the Open House.