



Expert Strategic Pricing

-Continually changing market conditions make pricing a home a skill as well as a science. During a "Buyer's Market" it takes an expert to Research, Analyze, and Judge the market data in order to determine the "Right" Listing price for your home. We are Masters of Pricing and know how to sell your home for Top Dollar!

Keller Williams Signage

- Highly visible, 6 feet tall and withstands the toughest of weather conditions. Buyers WILL NOT miss this sign!

TextMyMLS.com

- This new generation 'Mobile Listing Service' & Call Capture Technology promotes "Eco-Friendly Real Estate" by instantly sending property information and photos to cell phones of prospective buyers. "No more flyers" means no more wasted paper, which saves trees and the environment. Oh yeah, your home will sell much faster too!

Direct Mail Marketing

- "Just Listed" postcards featuring your home will be custom designed and distributed to a specified target market and in your neighborhood so that your neighbors can help spread the word that your home is on the market.

Inter-Office Promotions

- Using the Power of Keller Williams Realty of Grand Rapids to help sell your Home Listing Faster & for Top Dollar!

The Grand Rapids Press

- Strategically placed ads will be used to spotlight your "Just Listed" home as well as update potential buyers of any price reductions, open houses or other events and offers.

Professional Home Staging

- In a crowded real estate market, staging is the 'Secret Weapon' to making your home "stand out from the crowd". *Eclectic Interiors* will 'market prep' your home for sale in order to make the best first....and last impression!

HomeFeedback.Com

- A cutting edge online feedback system that provides timely feedback for ALL showings. Gives the Home Seller and their agent an accurate gauge on the Market's impression of the home's price, condition and location & any interest.

Your Own Web Address

-A web page featuring YOUR home, and only YOUR HOME. We will acquire the domain name for your home address (i.e. www.123HappyHomeSeller.com) Having a unique 'URL' will help prospective buyers to remember your home over the competition when they sit down at their computer to find more information. YOUR home's web page will feature property photos, info, virtual tours, mortgage calculators, showing request tabs and more!

Online Postings to 12+ websites

- Ultimate online exposure will be achieved by featuring your listing on sites such as:

KW.com GRAR.com Realtor.com ForSaleByYoder.com Citycribs.com House.com
Vast.com Oodle.com Trulia.com Videohomes.com Yahoo.com Zillow.com

Realtor.com Enhanced Listings

-The Nation's #1 Real Estate website. Your home will jump right off the web page and stand out from the rest! Approximately 97% of all listings on Realtor.com are NOT 'Enhanced.' Your Listing will be 'Enhanced' on Realtor.com, which allows me to post up to 30 extra property photos, a virtual tour, scrolling text and more!

Virtual Tours

- Digital photos will be used to capture the most unique attributes of your home. Prominently displayed on all websites, the photos will capture the attention and peak interest levels of potential buyers. The latest custom-created audio/visual Virtual Tours are also used, as they are more appealing and memorable to prospective buyers. Truly an audio/visual experience that the buyer can sit back and enjoy...while they fall in love with your home! ♥

Multiple Listing Services (MLS)

-GRAR.com. Where local Real Estate Agents post their home Listings for prospective home buyers and their Realtors to view online. We increase your home's online exposure by digitally enhancing every photo and posting the maximum allowable photos to this website.

Real Estate Channel

-Cable Channel 22 *ON DEMAND* Exposure - Your home is previewed 8 times per day and 56 times per week for maximum exposure. Captures the market of prospective buyers without internet connections.