

Our Marketing Commitment to You

There are many factors that determine how quickly your home is sold and marketing is #1. Here is my commitment to the marketing plan that will get your home SOLD for the most money and as quickly as possible.

1. Me – Exposure to your home and the confidence with which your agent can speak and deliver information about your home is crucial. Through years of networking and being in the Top 15% of producing agents in entire Metroplex, you can be assured that I can get your property in front of the buyers and agents, who are most likely to purchase your home.
2. Vast Social Media Network – Today 98% of home searches start online and I have a proven track record of driving those buyers to multiple social media sites (Facebook, Twitter, YouTube, Instagram, etc.), that allow your home the most exposure possible.
3. Professional Videography – Images are still very important in marketing your home, but to truly take your marketing to the next level, high-end, professional videography is necessary. Our videography team has 20 years of experience in television and production, ensuring an exceptional presentation of your home.
4. Professional Architectural Photography – Shoot2Sell is the gold standard in real estate photography and their images are second to none. Photos are the 2nd most important aspect of selling your home; the first being location. The majority of buyers scan photos prior to contacting me or their agent and making a great first impression is imperative to selling your home quickly.
5. MLS – Marketing your home to the enormous network of Realtors that the MLS has to offer is an important part of marketing your home and has a great impact on the exposure of your property. Marketing you home on the MLS also allows for the home to be listed on Zillow, Trulia, Realtor.com, Redfin, and dozens of other sites.
6. Open Houses – I commit to holding an open house once a week for the first 8 weeks your home is on the market. Of course, we hope the home sells quickly and we commit to doing all we can to ensure buyers have unimpeded access to your home. Statistically, only 1% of homes are sold from an open house and I am committed to finding that 1%. The marketing process for an open house is extensive. Please find that on the attached “Open House Marketing Plan”.
7. Custom Made Flyers and Brochures – Paired with professional photography, flyers can be a powerful tool to stay top of mind with buyers. I employ a professional design team, graphic artists and writers to give your flyers that perfect pop!
8. Home Book - Not all agents will be as knowledgeable about your home and the neighborhood as I am. Therefore, I will compile a book to be left in your house which will answer most buyer questions about your home, the community facilities, schools, and the surrounding area. The objective is to provide the buyers with all the information they need to make the decision to purchase your home.
9. Top Agents – I’m in an office that boasts some of the Top Agents in Dallas and Keller Williams. I have direct access to those agents and their buyers. That level of exposure cannot be overstated.
10. Broker Meetings – I will personally brief hundreds of brokers at local board meetings in your area.
11. Target Marketing – I’ll mail information on new listings to focused neighborhoods. “Move-up” buyers generally purchase a home which costs 50% more than their current home. I will target information about your home to specific areas where qualified buyers are likely to reside.
12. Personal Contact – Every week I will contact my sphere of over 4,000 past clients, referral partners and others, with any updates and status changes for your home.
13. Neighborhood Connections – In 9-11% of transactions the buyer lives within 3-4 blocks of the home. I will personally knock every door in your neighborhood and speak to neighbors about your home.
14. Special Promotions – I employ drawings and giveaways to bring buyers into your home and increase exposure.
15. Showing Follow Up – I will follow up with EVERY agent and buyer who shows interest in your home and be persistent in obtaining feedback that is crucial to the market perception of your home.
16. Weekly Status Reports - Every Monday you will receive an emailed report that includes actions taken, actions needed, current and planned advertising, feedback on showings, and changes in the market conditions that may affect the sale of your home.
17. Referral Networks – Keller Williams is an international company and with that comes a massive network of referral partners that will bring attention to your home far beyond the borders of Dallas, Texas and the United States.
18. Signage – Sometimes a sign in the yard is all you need and our large, bright yard signs are sure to catch the attention of all who pass by.
19. Free Staging Consultation - To assist you in preparing your home for the market, we will offer you a free staging consultation from a professional stager. We'll also walk through your home with you, making notes and giving you advice on repairs to make, cleaning tips, and more.
20. Expert Negotiating and Knowledge – Selling your home isn’t just about making sure buyers see the property, but also ensuring that you find the right buyer and facilitating the transaction. I’ll assist you in negotiating the terms of a contract and when a contract is presented, ensure that all pertinent information is obtained regarding their financial ability

When listing with the Kelderman Group, you’re listing with a high energy, knowledgeable and experienced real estate team. From marketing to your move, we know how to get your home SOLD. If you’re reading this, it means you’re considering one of the most important and impactful financial decisions of your life. We know how important that is and commit ourselves to helping you reach your goals.