*Marketing Strategy*

 *As your List Agent, I will put my energy to work for you by providing creative marketing and strategic pricing to sell your home for its* ***maximum value****. Moving forward, the following are my resources and procedures to market your property:*

* ***Professional photography*** *– Well known South Shore photographer provides clear, crisp pictures paramount to your home’s optimum presentation for online and print marketing materials*
* ***Professional Staging-*** *Top of the line staging*
* ***TV and Online Promotion-*** *Professionally produced spot featured on the Coldwell Banker YouTube channel*
* ***Property Brochures-*** *Beautiful, professionally printed property multi-page brochures to showcase your home’s features*
* ***Aerial photography-*** *To include the view of the neighborhood and surroundings*
* ***Floor plans*** *- Property floor plans available online and in print materials*
* ***Tuesday – Brokers’ Open House*** *Introduction for Coldwell agents only*
* ***Friday – Broker and Public Open House*** *Formal introduction to all real estate firms*
* ***Open Houses – Saturday and Sunday Open Houses***
* ***Video tour*** *- Attached to online listing*
* *Print Advertising – Hingham Journal*
* ***Social media*** *- Regular postings on Facebook, Twitter, Instagram, LinkedIn*
* ***Coldwell Banker Home Warranty*** *– One year coverage for new owners.*

*Seller coverage provided to mitigate home inspection issues.*

* ***Accompanied Showings –*** *I accompany showings to ensure your property is properly presented. Upon completion of the showing, I secure the house and notify you with feedback.*
* ***Property Website -*** [***www.123Main.***](https://www.123)***com***
* ***Greet Hingham Coming Soon announcement***
* ***Silver envelope mailing announcement***

*I look forward to working with you and utilizing all of* ***Coldwell Banker’s*** *cutting-edge resources to achieve the successful sale of your property. As your List Agent, my efforts will be centered on getting the* ***most money*** *for your property and providing you with an* ***exceptional level of service.***

*Sincerely,*

*Alice Pierce, Premier Associate Coldwell Banker Top 1%*

*International President’s Premier*

 *Certified New Homes Specialist*

*Certified Global Luxury Specialist*

*Certified Buyers Representative*

 *Certified Seller Representative Specialist*

*Certified Relocation Specialist*

*Senior Real Estate Specialist*

*E-pro Internet Professional*