

# ADVANCED PROPERTY MARKETING SYSTEM



## Selling Your Home In Today's Real Estate Market Requires a Better Approach

Our exclusive **Five Step Advanced Property Marketing System** was created specifically for the current market conditions. This unique system was developed from the latest innovations in technology plus "best practices" in real estate marketing. This system is simply the most effective property marketing solution available.

We also have a range of supporting tools and expert resources available to support our sales associates. We are committed to continuously improving the Advanced Property Marketing System so our clients have the most effective property marketing solutions.

**BERKSHIRE HATHAWAY**  
HomeServices  
The Preferred Realty



### ASSESS

**Phase 1:** We begin with a detailed assessment of your local market, your property, and competitive properties to uncover the unique value of your property.



### DESIGN

**Phase 2:** We bring the story of your property to life and design a winning strategy to really make your home stand out from the competition.



### IMPLEMENT

**Phase 3:** We implement your custom marketing plan across a wide variety of the latest technologies - online, in print and in person.



### MEASURE

**Phase 4:** We carefully measure online showings, live showing feedback, market changes and new competition.



### OPTIMIZE

**Phase 5:** As the market changes, we will work together to make decisions to improve the competitiveness of your property.