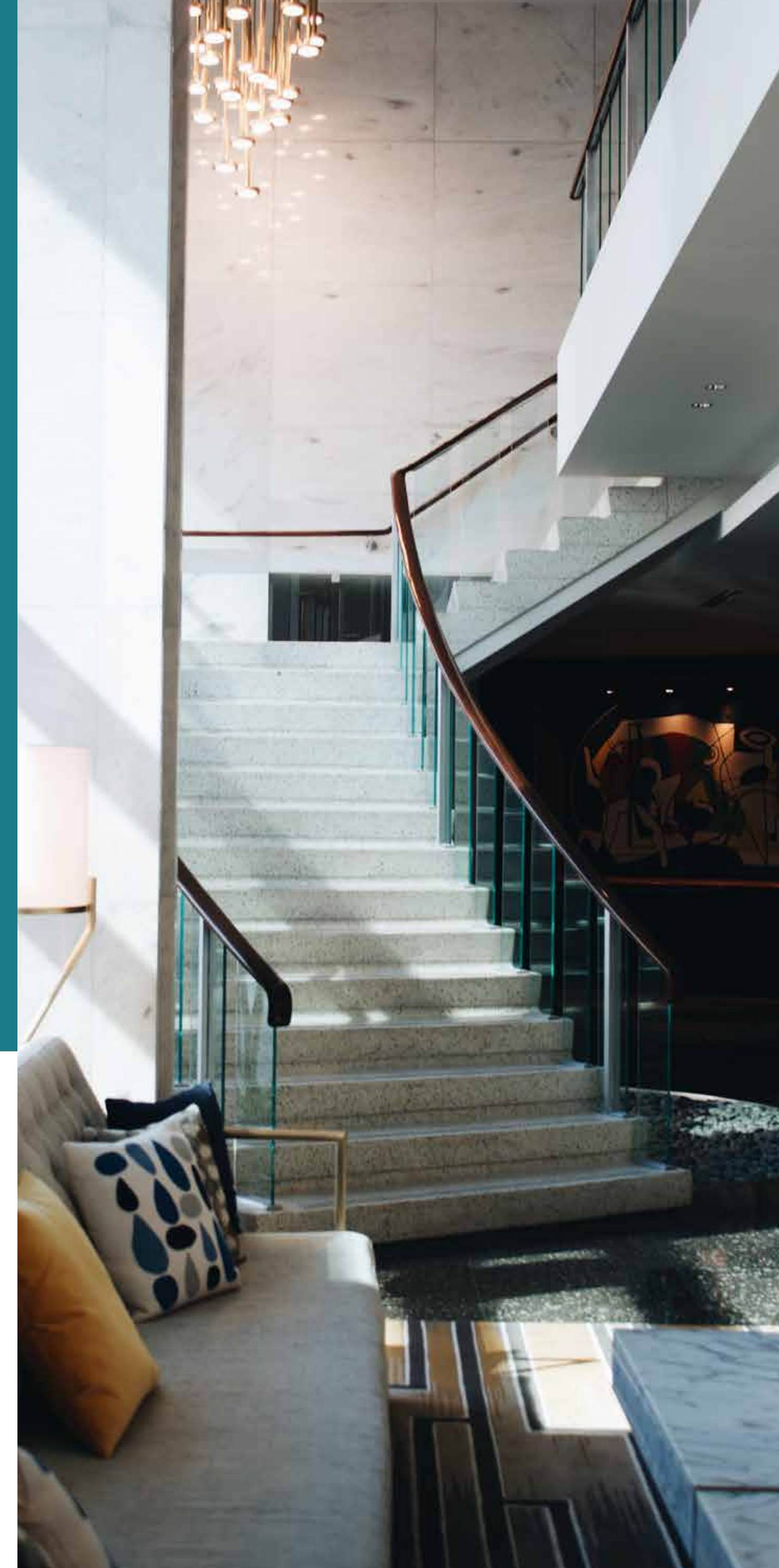


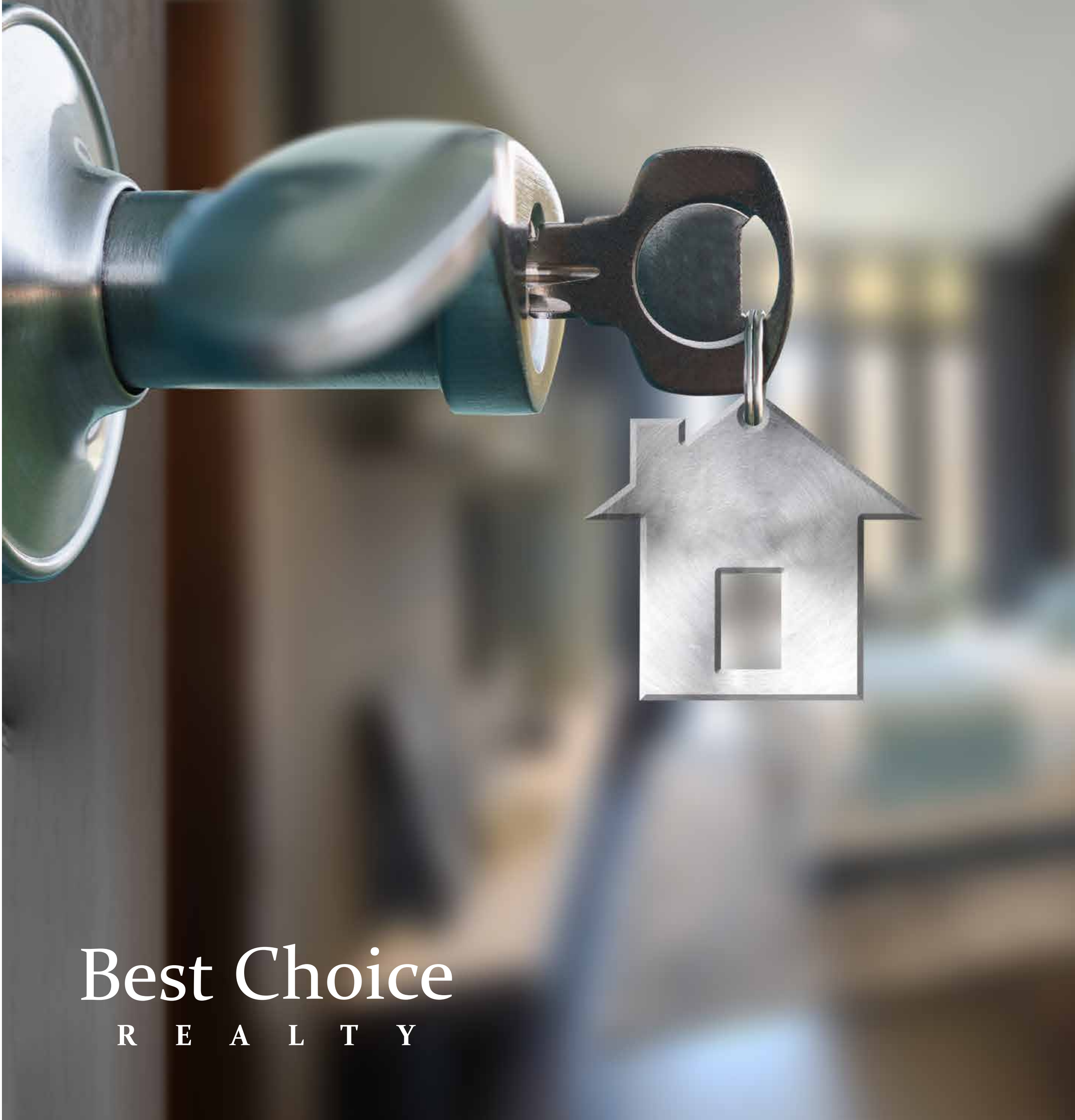
SELLING YOUR PROPERTY

MARKETING PLAN

Best Choice

R E A L T Y





Best Choice
REALTY

Our Mission

is to provide the highest quality, most innovative technology, unsurpassed local expertise and unparalleled real estate services anywhere in the Pacific Northwest.

Testimonials

Best Choice Realty was firm in providing advice about what was needed to ensure potential buyers saw the house in it's best light. They helped price the home at the best market price. Throughout the process we knew they had our best interest in mind and the representation in negotiations was always for our advantage.

B. FULLMER

Best Choice REALTY

I have been very pleased with Best Choice Realty. This company offers great customer service and amazing attention to detail.

AMBER MORENO

My Best Choice broker was caring and patient - and motivated in selling our home. My agent worked tirelessly to accommodate both the seller and buyer. Their advertising of our home was above and beyond. They are an outstanding broker with a warm and loving personality and serves your best interest at all times.

CAROL & DICK ALBRIGHT

We are not just paid for our time,
but for our market expertise. If we expect
to be paid well, we must provide the

highest level of service

Best Choice
REALTY





We know how to market your property

Our goal is to create a high demand for your property among multiple qualified buyers so they compete for your property.

Your listing is posted on the Multiple Listing Service, and other media platforms in order to stimulate interest from other real estate brokers and qualified buyers.

Best Choice
REALTY

Maximum Exposure

ONLINE
MARKETING
STRATEGIES

Best Choice
REALTY

MOVOTO

realtor.com®

REDFIN
Your New Way Home

Zillow®

Windermere
REAL ESTATE

YAHOO!
HOMES

trulia

MARKETING

Utilize the most current marketing trends and techniques.

John L. Scott
REAL ESTATE

kw®

ONLINE
SYNDICATION

craigslist

MANAGEMENT

Overseeing property marketing
and representation online.

SOLUTIONS DEVELOPMENT

Integrate and diversify across digital distribution outlets.

Member of
Northwest
Multiple Listing Service®

facebook®

Bing

Google

Homes.com

CBA
COMMERCIAL BROKERS
ASSOCIATION

homesnap

Best Choice
REALTY

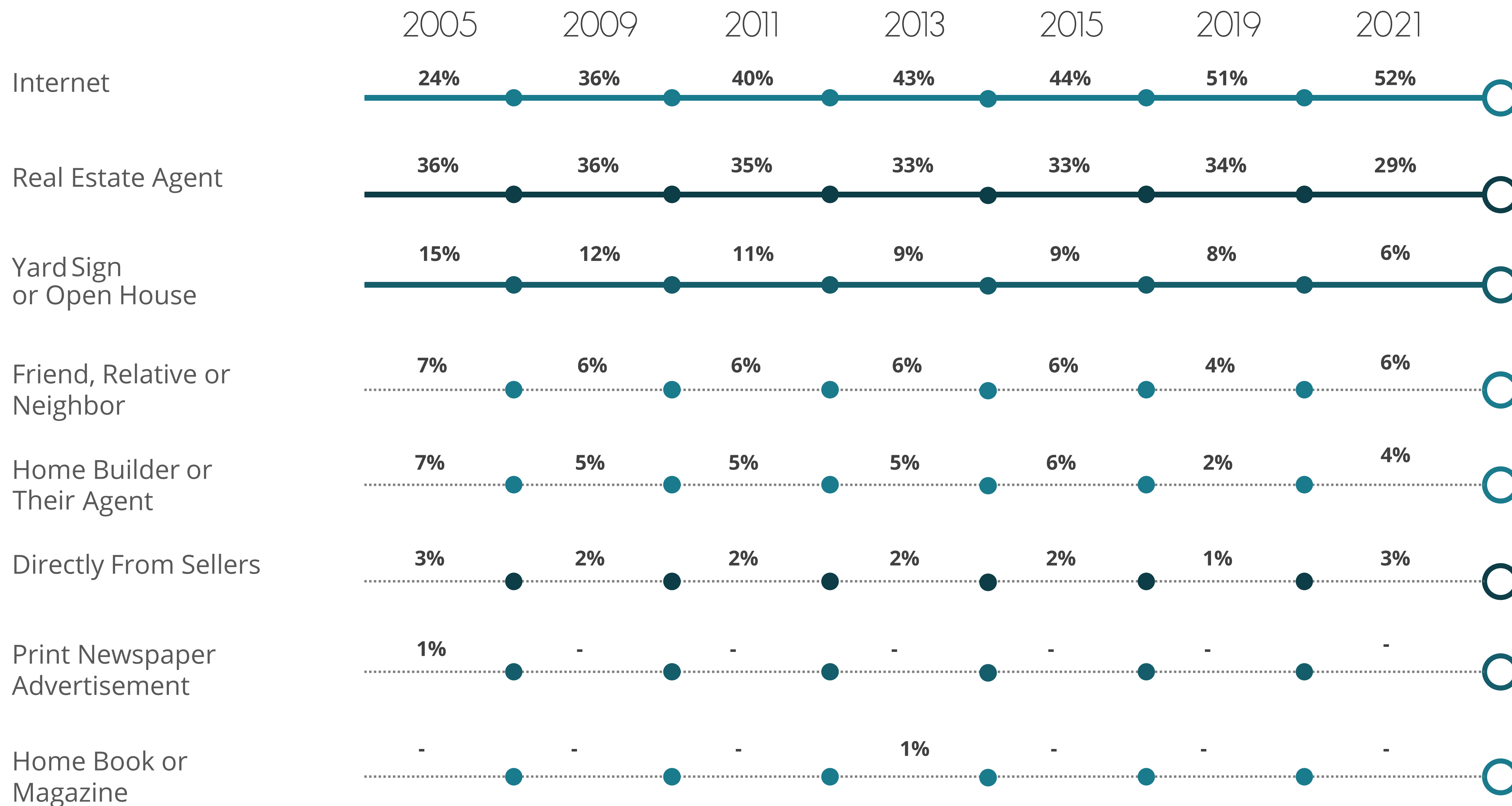
foreclosure.com™

HomeFinder
.com

YouTube

Where do buyers find the home they purchased?

87% ALL HOME BUYERS
COME FROM THESE THREE SOURCES



*Data from the National Association of Realtors®



Marketing Strategies

MAXIMIZE THE VALUE OF YOUR PROPERTY

When sellers ask how long it takes to sell, there is no easy answer. One of the key factors that influence a sale and that you control is the condition of the property.

Here are some suggestions how to prepare for listing your property on the market.

1

**Declutter
& Depersonalize**

2

**Enhance
Curb Appeal**

3

**General
Cleaning**

4

**Important
Repairs**

Best Choice
REALTY

At Best Choice Realty, we have a list of the most reliable and dependable home improvement workers in the local marketplace - painters, roofers, landscapers, plumbers, electricians, etc.



Photography

Photography is a dynamic way to provide depth and perception to your property, allowing buyers to imagine themselves living there.

Home Staging

Professionally staged homes drive up the buyer's perceived value and sell faster for more money than comparable non-staged homes.

Open House Strategy

Open houses offer the opportunity to meet potential buyers who may not have otherwise set up an appointment to view the property. It allows time to establish a rapport with interested parties.

Open House marketing can include:

- Date and time posted to MLS, social media, and all syndicated sites
- Printed marketing materials: flyers, postcards, or door hangers
- Door knocking the neighborhood
- Signage: A-boards and directionals





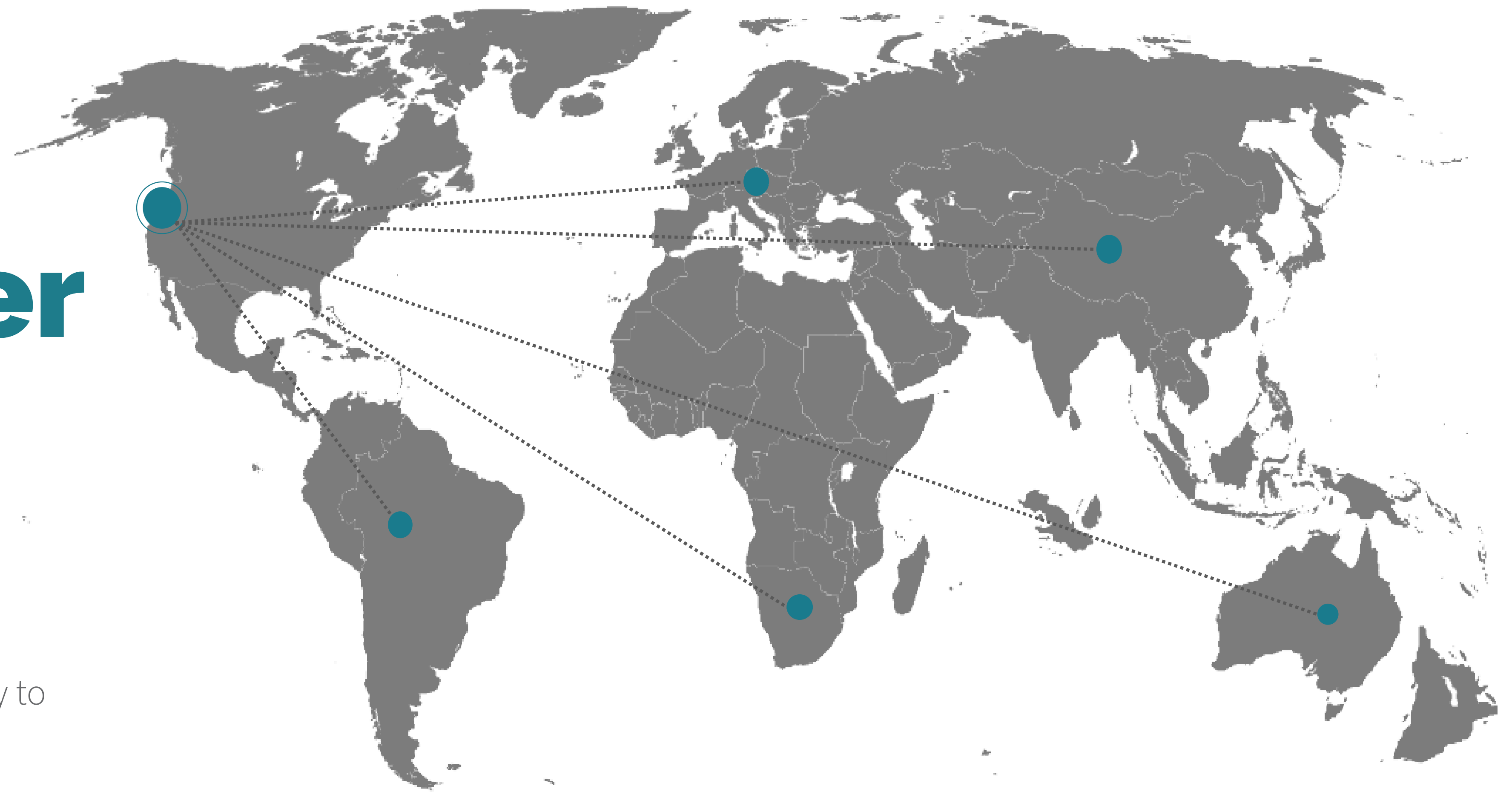
Signage Strategy

It's important to utilize a comprehensive strategy to promote your property's features. We go beyond the typical real estate company and perform impeccable follow up on all sign inquiries.

Our buyer network

reaches locally and abroad.

We have a diverse team of agents speaking over 15+ languages ready to assist with bilingual needs.



Marketing Strategies

EXPANDED NETWORKS TO MEET YOUR NEEDS

Best Choice
REALTY

Comprehensive Market Analysis

Prior to going live on the market, we will do a comprehensive market analysis considering sales data and local trends in your neighborhood. We will discuss pricing strategy and what steps we will take in order to work within your timeline.



Best Choice