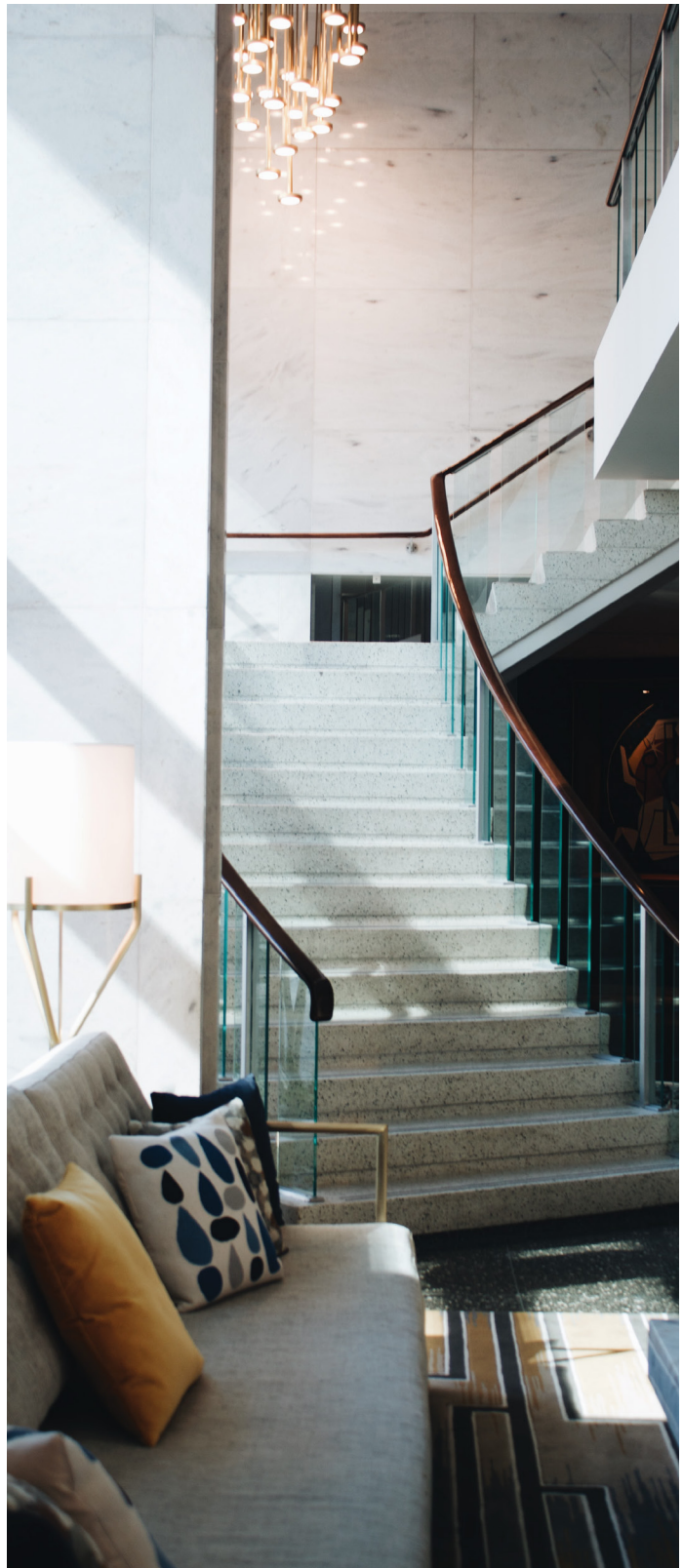


SELLING YOUR PROPERTY

MARKETING PLAN



Best Choice
R E A L T Y

206.886.3986 | 509.795.2029

support@bestchoicerealtywa.com

choicehomes4sale.com



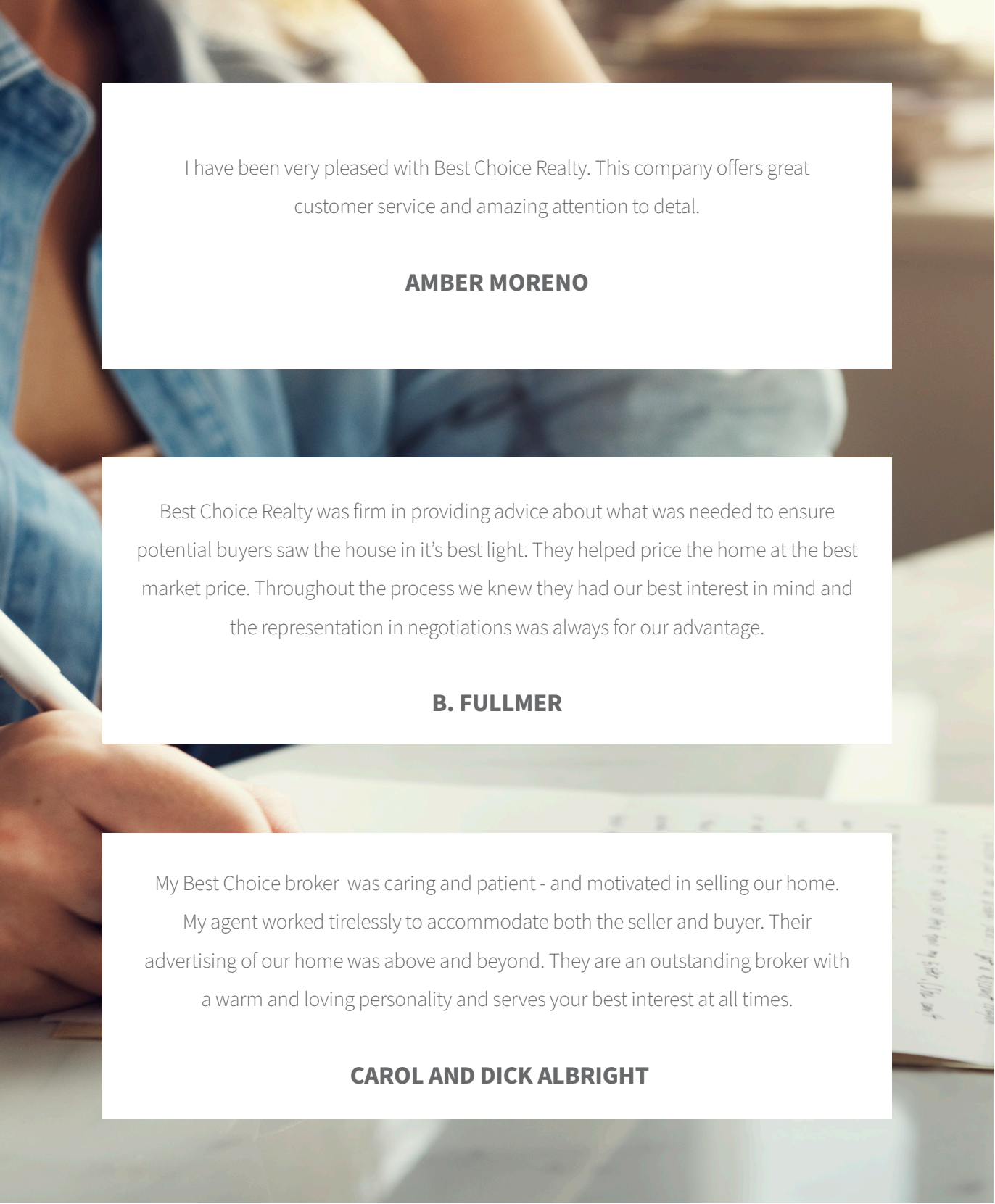
OUR MISSION

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

Best Choice
R E A L T Y

TESTIMONIALS

OUR VALUED CLIENTS



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

AMBER MORENO

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

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 AND 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.

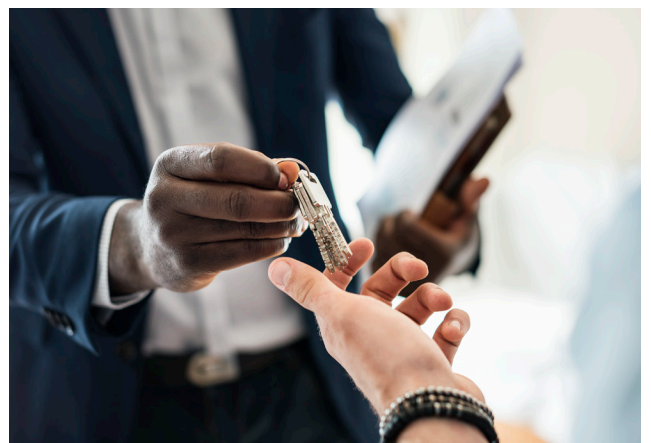
Best Choice
R E A L T Y

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

We know how to market 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.

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R E A L T Y



MAXIMUM EXPOSURE

ONLINE MARKETING STRATEGIES

MOVOTO

realtor.com®

Zillow®

Windermere
REAL ESTATE

YAHOO!
HOMES

REDFIN™
Your New Way Home

MARKETING

Utilize the most current marketing trends and techniques.

trulia

John L. Scott
REAL ESTATE

craigslist

kw.

MANAGEMENT

Overseeing property marketing and representation online.

SOLUTIONS DEVELOPMENT

Integrate and diversify across all digital distribution outlets.

Member of
444 Northwest
Multiple Listing Service®

ONLINE
SYNDICATION

facebook.

Bing

CBA
COMMERCIAL BROKERS
ASSOCIATION

homesnap

Google

Homes.com

HomeFinder
.com

YouTube

foreclosure.com™

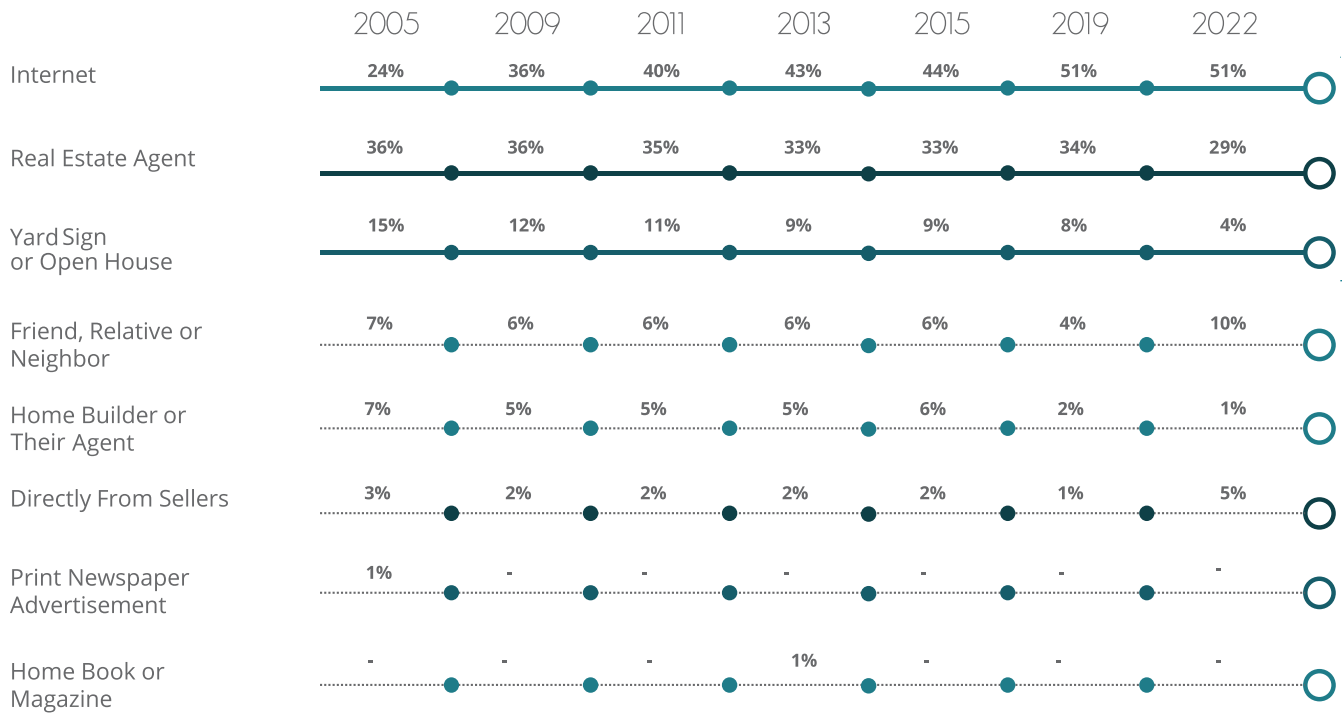
Best
Choice
REALTY

Best Choice
REALTY

NAR PROFILE

WHERE BUYER FOUND THE HOME THEY PURCHASED

84% ALL HOME BUYERS
COME FROM THESE THREE SOURCES



*Data from the National Association of Realtors®



Best Choice
REALTY

MARKETING STRATEGIES

MAXIMIZE THE VALUE OF YOUR PROPERTY



When sellers ask how long it takes to sell, there is no easy answer. While some properties sell in a few days, others take several months. One of the key factors that influence a sale and that you control is the condition of the property. Here are some suggestions on what you can do to prepare for listing your property on the market.

- 1 Declutter & Depersonalize
- 2 Enhance Curb Appeal
- 3 General Cleaning
- 4 Important Repairs

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 | VIDEOGRAPHY

Photography and videography enhance the best features of 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.

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OPEN HOUSE STRATEGY

MARKET EXPOSURE



1

Showcasing your property in it's best light and allowing easier access to the property.

2

Time and energy spent at the property marketing it to the local community and correct demographic.

3

Directionals, social media promotion, 15' flag, flyers, door hangers, or post cards bring additional interest and obtain real-time feedback.



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SIGNAGE STRATEGY

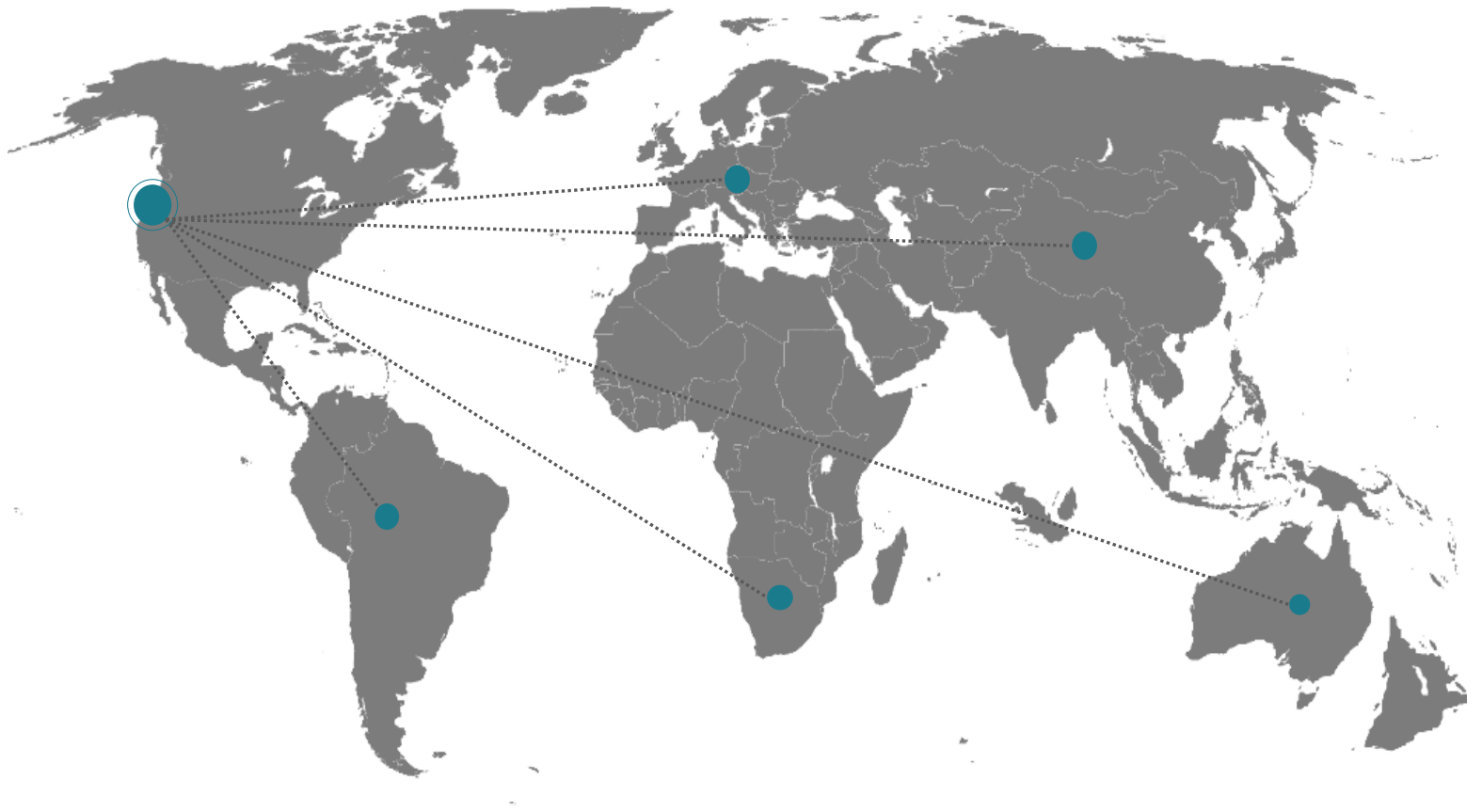
MARKET EXPOSURE

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.



MARKETING STRATEGIES

EXPANDED NETWORKS TO MEET YOUR NEEDS



Our buyer network reaches locally and abroad.

We have a diverse team of agents who speak multiple languages.

They are ready to advertise and market your property to their clients.

Best Choice
R E A L T Y



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.