

# MARKETING

## P L A N

COMPLETE GUIDE TO MARKETING YOUR PROPERTY



Your best HOPE in Real Estate  
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# Introduction

Thank you for taking the time to review this plan. I have prepared these materials for our meeting so that you will know more about me, my services and the benefits they will bring to you. I am passionate about educating my clients and communicating clearly throughout the process: I have the heart of a teacher!

Please understand, I take my business very seriously, and my focus is you. My goal is to have you walk away trusting that I will be your go-to Real Estate Professional for life. As other agents grow frustrated with the surge of technology, I embrace it, educate myself regularly and implement what I learn. If I haven't left you with an amazing experience, I haven't done my job.

I run my business like a business, not like a part-time hobby. It is a full-time career for me, and I dedicate 100% of my professional time and energy ensuring that I am thoroughly knowledgeable in Real Estate, current market changes innovations, technology, and digital marketing trends.

Selling your home is one of the largest financial decisions that you will ever make; thus, your personal and financial interests are my main objectives. My goal is to make the sale of your home as seamless and hassle-free as possible.





# MEET Hope

MY AIM IS TO HELP CLIENTS,  
AGENTS, AND MY COMMUNITY BY  
BUILDING RELATIONSHIPS.

Hi, I'm Hope! I am a REALTOR® and Principal Broker, wife to my husband, Wayne, mom to our son David who is becoming an independent adult with High Functioning Autism and to our daughter Morgan who is pursuing a Bachelor of Science in Respiratory Therapy. You will usually find me walking our mini poodle Penny on the paved trails in our neighborhood donning sweats or PJ pants early in the morning before my workday begins. My family and friends know me to be the first to bring a homemade meal to them in their hour of need. I laugh at my own jokes before finishing the punchlines, and my dream job is becoming a host on QVC!

My clients know me for my "heart of a teacher" approach – working with me feels comfortable because I take the time to explain every step of the process. I walk first time home buyers through the complexities of the transaction and help them make smart real estate decisions. At the same time, I help sellers by strategically marketing their homes with my energetic digital marketing to attract the right buyers.

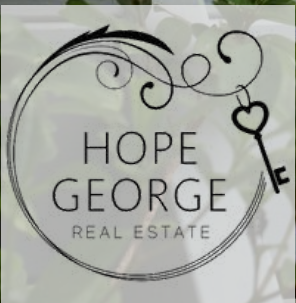
The best part of my job is that I become friends with my clients in this unpredictable real estate world. I treat my clients like family and want to create an experience that is fun and low-hassle!



## Credentials

- Principal Broker, Licensed in Virginia #0225227454
- CNE Certified Negotiation Expert
- EdD Educational Administration and Policy Studies, The George Washington University
- MA Educational Leadership and Administration
- BA English with a minor in Education, The College of William and Mary
- AA General Studies, Richard Bland College of The College of William and Mary







# CREATING THE MARKETING MAGIC *FOR YOUR HOME*



*Creative hustle to get the best price for your home! I've been called the Captain of Team "Get it Done"!*

My job is to make sure that your home is ready and presented in a manner that will create urgency of offers! The more we do prior to putting your house on the market, the more likely you are to receive top dollar for your property.

To prepare your home for the market, an all-inclusive service list can be provided to help organize and maintain any project you need. This list may include, but is not limited to: staging, window cleaning, gardening, painting, handyman services, landscaping, specialized tradesmen, electrician, home inspector, and much more! The vendors can do anything and everything for you to help this process be as seamless as possible. Any work done will be an additional cost.

A complimentary staging consultation (optional) is provided to ensure your property is shown to the absolute best of its ability to help you attract more offers, better terms and a higher price for your home.



# COMPREHENSIVE *MARKETING PLAN*

*A Comprehensive Marketing Plan has several different elements. In the following pages, you will see the details and take a deeper dive into each aspect of the plan.*

## CLIENT CARE & COMMUNICATION

I will be your partner as we work together to get the best price in a timely fashion. While marketing your home, I will inform and involve you. I will outline my system for metrics and for sharing marketing performance.

## HIGH-QUALITY MARKETING MATERIALS

The quality of marketing materials representing your home has a huge impact on how it is perceived in the marketplace. To position your home in its best light, top-of-the-line digital and printed assets are provided.

## TAPPING INTO THE POWER OF SOCIAL MEDIA

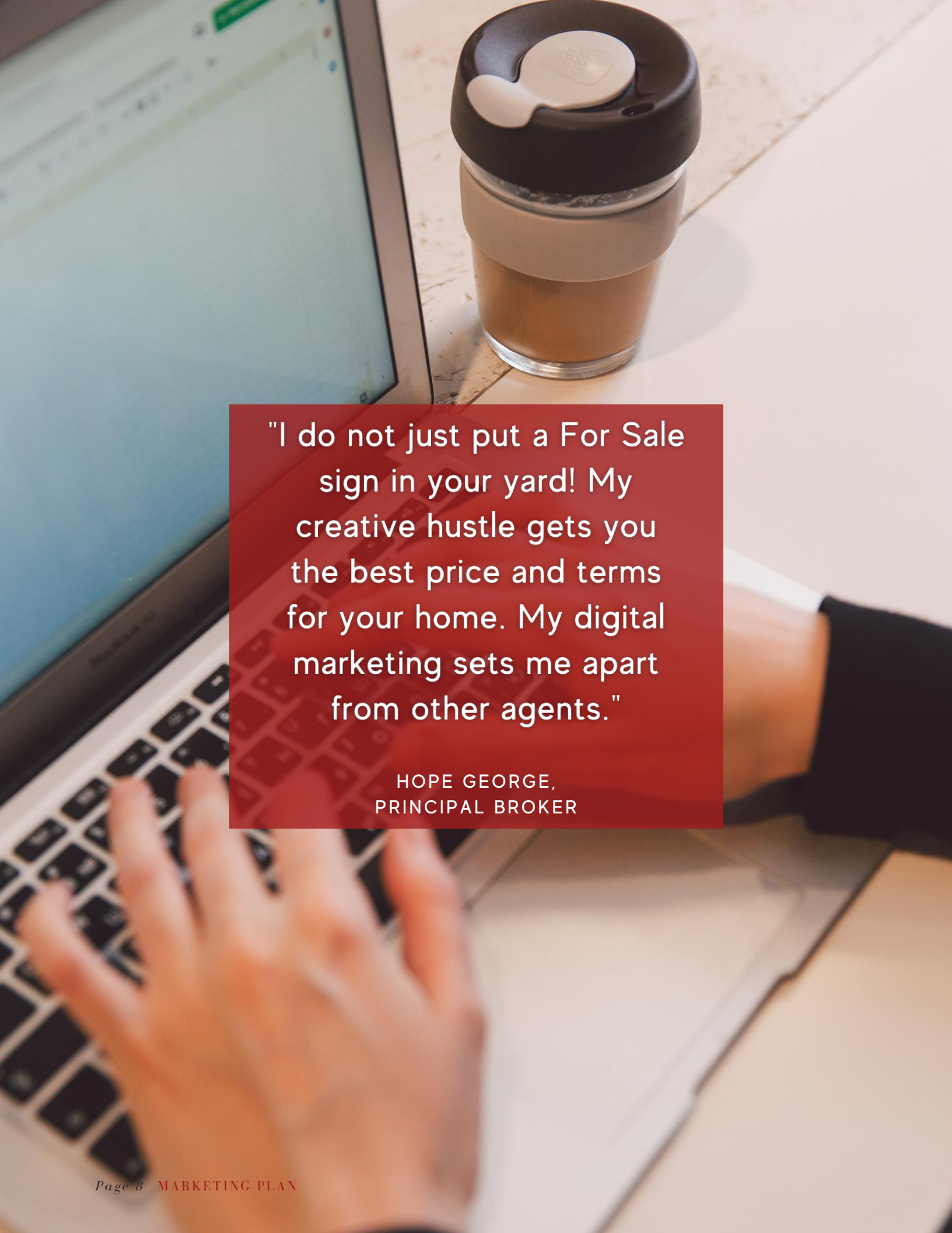
Using my process, your home will get thousands of hits and shares per month. Your property will be exposed to a broad - yet targeted- audience.

## ENGAGING THE REAL ESTATE COMMUNITY

Through my massive online and social media campaigns, I access thousands of buyers directly. But I also go the extra mile to engage the real estate community.

## TRADITIONAL MARKETING ON STEROIDS

Though I am an expert at online and social media marketing, traditional methods are not ignored as they are still effective.

A close-up, slightly blurred photograph of a person's hand typing on a laptop keyboard. To the right of the keyboard is a black and white reusable coffee cup with a brown beverage inside. The background is a light-colored wooden desk. A semi-transparent red rectangular box is overlaid on the center of the image, containing white text.

"I do not just put a For Sale sign in your yard! My creative hustle gets you the best price and terms for your home. My digital marketing sets me apart from other agents."

HOPE GEORGE,  
PRINCIPAL BROKER



# CLIENT CARE AND *COMMUNICATION*

*As your partner, I offer my expertise to help you make solid decisions about the sale of your home and to avoid costly mistakes. It starts with making sure your home is presented to its best advantage:*

- 360 degree picture virtual walk through of the home
- Floor plans and measurements (optional) of interior rooms
- In-depth analysis and expert advice on pricing strategy for optimal results
- Free consultation with a professional Home Stager
- Professional staging services as needed to attract buyers (available at extra charge)
- Sentilock lockbox to track agent showings and obtain feedback

- Maximize online presence
- Checklist of recommended changes to your home to ensure optimal pricing
- List of reputable vendors for any work required
- Identify your home's upgrades and features that you as the homeowner find important

*While marketing your home, I know you want to be informed and involved. To keep communication timely, I will:*











- 🔑 Send a report on my marketing efforts and results once per week
- 🔑 Inform you of any market changes, mortgage rate fluctuations, sales trends, absorption rate, or any other factors that may affect the value or marketability of your home
- 🔑 Provide marketing materials for you to share with your neighbors, connections and on your personal Facebook page and other social media sources (Twitter, LinkedIn, Instagram, etc.)





## HIGH-QUALITY *MARKETING MATERIALS*

*The quality of the marketing materials representing your home has a huge impact on how it is perceived in the marketplace. To position your home in its best light, I provide:*

-  Professional photographer to capture interior and exterior images
-  Professional videography to create a high definition virtual property tour with description of your home
-  A high quality, full color brochure featuring your home
-  An individual property website which includes:
  -  Printable Brochures
  -  Photo Gallery
  -  Virtual Tour
  -  Property Map
  -  Reports for buyers showing nearby amenities, school scores and distance, community information and city demographics
-  Search engine optimization (SEO) of all marketing materials for maximum online exposure
-  All materials are mobile device compatible (91% of buyers use smartphones in their home search)
-  Lawn sign with upgraded post

# TAPPING INTO THE POWER OF ***SOCIAL MEDIA & THE INTERNET***



A RECENT **NATIONAL ASSOCIATION OF REALTORS (NAR)** REPORT STATED THAT OVER 97% OF BUYERS FIND THEIR NEW HOME ONLINE AND ABOUT 91% ARE USING THEIR MOBILE DEVICES TO SEARCH. MANY AGENTS DO NOT UNDERSTAND HOW TO USE DIGITAL MARKETING EFFECTIVELY.



**U**sing my process, your property will get thousands of hits and shares per month. Your home will be exposed to a broad—yet targeted—audience by:

- Pre-market information to potential buyers currently searching with "Coming Soon" campaign
- Virtual property tour added to my YouTube channel with description crafted to enhance search engine optimization
- Target market paid advertising on social media featuring the property tour video which generates over 10,000 views, comments, likes and shares
- Creating cookies on the back end of the marketing to capture target audience
- Online syndication that includes Realtor.com, Zillow, Trulia, Facebook, YouTube, Google, Homesnap, [www.HopeGeorgeRealEstate.com](http://www.HopeGeorgeRealEstate.com) and more, with weekly posts and updates to keep your home in top spots
- Weekly Facebook Ad campaign directed exclusively towards potential buyers who are targeted with demographics related to real estate
- Instagram posts about your home to reach the millennial market
- Live videos on social media promoting your home
- Virtual tour and photos on [www.HopeGeorgeRealEstate.com](http://www.HopeGeorgeRealEstate.com) with description written to enhance search engine optimization
- Constant analysis of online traffic data to tweak your campaign to increase traffic and conversion rates
- Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email





## REAL ESTATE

## ENGAGING THE REAL ESTATE *COMMUNITY*

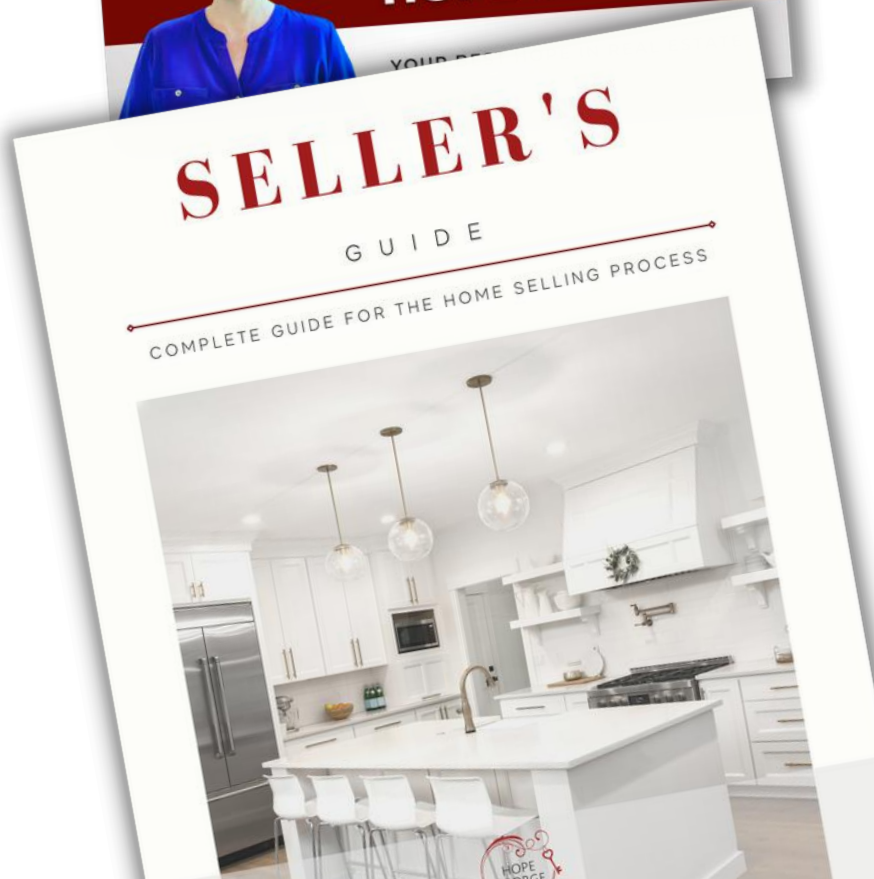
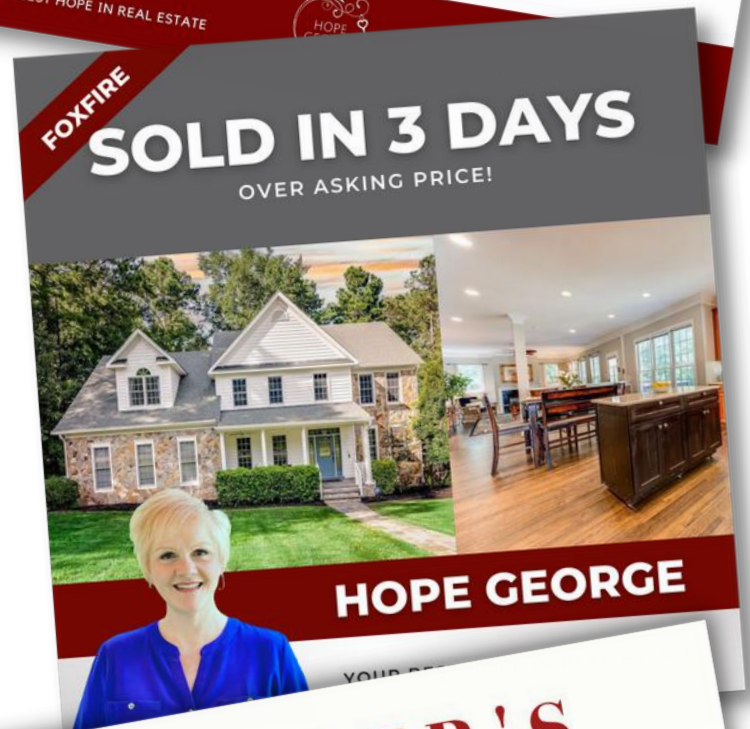
- Cooperate with all real estate companies in the Central Virginia area and surrounding counties using multiple listing services
- Contact agents to request feedback after home is shown which is then forwarded to you
- Perform a reverse prospecting search to identify prospective buyers in MLS



# TRADITIONAL MARKETING *ON STEROIDS*

*While I am an expert in online and social media marketing, I do not ignore traditional methods as they are still effective. In my campaign, I also:*

- 🔑 Contact buyer leads, centers of influence (i.e. family, friends, community leaders and past clients) for potential buyers
- 🔑 Mass mail colored glossy “Just Listed” postcard to people in your specific neighborhood and target areas
- 🔑 Provide high quality, color brochures inside your home to highlight your home's best features to potential buyers
- 🔑 Send “Just Sold” post card to homeowners in your specific neighborhood
















# BEHIND THE *SCENES*

*While all this activity is happening, I am also working behind the scenes to make sure your home gets the most exposure to sell at the best price in a timely manner. All information needed is gathered to ensure a smooth transaction. To that end, I will:*

-  Immediately send written and video responses to buyer leads via email and text
-  Improve the marketing of any under-performing campaigns by analyzing & viewing the results of campaigns
-  Revisit marketing campaign weekly to keep on top of each step
-  Price the property correctly the first time to maximize the number of buyer showings
-  Reassess pricing if online traffic is not converting into offline tours
-  Answer any questions that arise throughout the transaction
-  Use bluetooth technology of Sentrilock Lockbox to monitor agent showings to get feedback
-  Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agent on MLS printout
-  Verify that your property is free of all liens



*Once the sale of your home is under contract, I stay proactive, not reactive, to make sure the process goes smoothly and efficiently with:*

-  Verification with agent and lender to ensure buyer is properly qualified, ready and able to purchase (verified employment, reviewed taxes, bank statements, credit report, etc.) before accepting the offer
-  Weekly communication via e-mail about status and progress of the sale
-  Text message and e-mail reminders to you about appointments and deadlines of escrow, seller disclosures, buyer inspections, appraisal report, buyer final walkthrough, signing loan documents, and final closing documents
-  Constant communication with buyer's agent and lender to give accurate feedback about the status of the loan and escrow status





# 4 KEY STEPS TO ***SELLING A HOME***



## INNOVATIVE MARKETING PLAN

- Determine & initiate pricing strategy
- Evaluate property demographics to help determine pricing
- Discuss detailed marketing plan
- Create all marketing materials
- Place yard signs and print marketing on property
- Monitor and evaluate results of marketing activities once per week
- Revise marketing plan and pricing strategy as necessary
- Contact vendors if needed - Stager, Window/Home Cleaner, Painter, Handyman, Home Inspector, Gardener, Appraiser & much more...





## THE SELLING PROCESS

- Evaluate and determine your needs and priorities
- Confirm that all decision-makers agree and are on the title
- Discuss home improvements and recommendations (repairs, home staging, etc.)
- Detailed discussions of “What to Expect” and timelines of events happening with your home
- Confirm tax record matches specifications of your home (sq. footage, bed count, etc.)
- Provide two copies of the keys
- Register the lockbox to your home and know who is showing your home at what time while asking for feedback after every showing



## RECEIVING OFFERS

- Review, compare and contrast the terms of all offers received
- Explain the pros & cons of all offers
- Call lenders and buyer's agent to verify the qualifications and motivation of the buyers
- Confirm lender qualification is accurate, fully underwritten and approved
- Confirm financing type will work for the property
- Make sure the closing date is realistic and works with your needs and wants
- Verify Proof of Funds are sufficient for the buyer's down payment and closing costs
- Verify funds to pay the difference in appraised value, if needed



## CONTRACT ACCEPTED

- Open escrow; verify buyer's earnest money
- Give escrow instructions to Closing Attorney or Title Company
- Review inspections and buyer's “Repairs Wish List”
- Complete any needed repairs
- Confirm receipt of contingency removals
- Send weekly updates on the progress of closing
- Confirm final walkthrough appointment with buyer's agent
- Send notifications of closing to all parties
- Mark property sold on MLS, closeout file & send copies for your records
- Remove signs & lockbox from property after closing

# CLIENT TESTIMONIALS

*Hope helped us buy our most recent home and we were extremely pleased with the experience! Hope was responsive every time we contacted her and worked diligently to get us in the home we wanted. Her knowledge about the local housing market is impressive and she connected us with reputable contractors to help us make decisions about potential renovations. We loved working with her because she's very kind and professional in her interactions. We would HIGHLY recommend Hope if you are buying or selling your home!*

-Peyton M. Zillow review

★★★★★

*Working with Hope was a pleasure. We asked Hope to assist us in selling our house and she was extremely knowledgeable and professional. She went above and beyond what one might expect from a realtor. For example, we planned to make some needed repairs to the siding on the home, only to find out the siding was no longer manufactured. Hope actually spent hours calling all over the region and found us suitable material for the repairs... And this was for a smallish starter home-not a huge "McMansion" that would generate her a large commission. We highly recommend Hope for all your real estate needs!*

- Jennifer W. (Google review) ★★★★★

*She is very nice and knowledgeable and she will do her best to find you what you want and also she is so good at explaining to you everything you needed to know especially if you're a new home owner and you don't know anything about purchasing your first house. So thank you so much Hope for helping us buying our first home and you know that I call you when I'm ready for my second house :)*

- Ali P. (Google review)

★★★★★

*I have worked with many realtors, and Hope George is by far the most diligent. Her work ethic is unsurpassed. She prioritizes taking care of each client's individual needs and desires. I have full confidence in recommending Hope George for all your real estate needs.*

- Hollie G. (Zillow review)

★★★★★

*"I used Hope to help sell my father's house when my Mother passed away. If you need a realtor Hope George is your go-to. Her professionalism, honesty and knowledge of this market is impeccable. Thank you Hope George.*

- Melanie L. (Google review)

★★★★★

*Hope has been amazing to work with. She's very responsive and truly knows her stuff. She's very thorough and really cares about her clients. I wouldn't hesitate to recommend her!!-*

- Gail T. (Zillow review)

★★★★★

*Hope helped us find a house in a difficult market. She was A++ during the entire process and I recommend her for your home buying and selling needs.*

- Robert B. (Google Review)

★★★★★

*It was a joy to work with Hope. She helped us buy a house last November in the middle of housing market craziness. She was so helpful and professional, and got us a great deal. Very happy with the deal we got. I'd recommend her to home buyers.*

-Emily H. (Google review)

★★★★★



***Selling or buying a home is an important and emotional moment in your life. Let me help you.***

***For more information about buying or selling your home, contact me today!***

*www.HopeGeorgeRealEstate.com*

**Hope George**  
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