

eXp Realty
Ariana Benesova
203-550-0273

HorseFarmsCT.com
Ariana@ariana-benesova.com

Property Marketing Plan For Horse Property

Broker of record address:
1266 East Main St 700R, Stamford CT 06902



Campaign Goals

The primary objective of the marketing campaign is to find a buyer for your horse farm or property. The criteria for meeting this objective include the following:

- Selling your home at or above market value.
- Achieving the sale within your preferences for timing.

Audience

The key to successful home marketing is finding prospects for whom the home and its lifestyle are a match. By analyzing the positive and negative features of your property, determining the lifestyle the home represents, and then targeting the most likely prospect groups, I can make my marketing more effective and get you the most money for your home. Selling a horse property, or horse farm you need a different approach than your typical residential home, because you have to find a specific type of buyer who has an interest in horse properties and is willing and able to afford it.

I would specifically target horse owners and horse service providers.

I will use information such as photos, video, and details about your home and farm as the main benefit or value to attract the audience. This information will help them determine if your home meets their criteria and give them the opportunity to express their interest.



Positioning

The message's positioning is the main theme in the marketing for your home. It represents the distinct value your home offers in comparison to its competition on the market. Buyers are evaluating your home against the others, which is why we want your home to stand out from the competing houses.

Developing the positioning requires three steps: Assessing the home's condition and highlight features compared to other similar home for sale, connecting those features to the current trends in buyer preferences, crafting the narrative to connect to the distinctive value your home offers.

Calls to Action

Calls to Action are created for different levels of buyer interest to connect with the viewer based on where they are in their home buying journey. The following calls-to-action will be used throughout the marketing mix for your home's campaign:

- *Schedule a Tour* – Viewers can schedule a specific day and time to tour your home. This indicates a serious buyer. A variation of this call-to-action is “See This Home.”
- *Ask A Question* – Viewers can fill out a form, message, text, or call my phone number to find out more details about your home. This indicates a high-interest buyer. Typically, the next step for this viewer is to schedule a tour to see the home.
- *Learn More* – Viewers can click buttons or links to get more information about your home. This indicates a buyer with potential interest. Variations of this call-to-action include “See More Photos,” “Watch 3D Virtual Tour,” and “Get Address & Details.”



Metrics

I utilize performance-based marketing practices to monitor and improve results as my campaigns are implemented. The following measurements (metrics) will be tracked during this campaign:

- *# of views of listing ads*
- *# of inquiries about listing*
- *# of landing page views*
- *# of showings*

Preparing Your Home for The Market

- Staging Consultation for your main residence (I pay for a professional 1 hour staging consultation)
- In House Staging (Usually you can do this by repositioning your current furniture)
- I give you tips how to showcase your farm in the best possible way (arena, tack room, paddock, pasture, hayloft, etc.)
- Professional Photography (I hire a professional photographer who also creates floor plan)
- Drone Aerial video to showcase the layout and land of your farm
- Drone Aerial Still Photo
- Highlight-Feature Social Videos – 1 min video to promote on Instagram and Facebook
- 3 – 5 min Walk Through Video for YouTube
- Marketing Narratives Written for Landing Pages, Ads, MLS & Syndication
- Strategic Pricing



Marketing To Buyers

- Featured Property Landing Page (on my website)
- Digital Property Brochure with interactive links to the video
- Syndication to Over 100 Buyer's Searched Websites such as Zillow, Trulia, Realtor, etc.
- Facebook Ad Creative (Market Place, Paid Targeted Custom Audience
Such as horse boarding and training facility, horse owners, tack store)
- Posting on Facebook "Equestrian Properties for sale" groups
- Paid Instagram Ads Creative (Copy, Design & Video)
- Paid YouTube Ad Creative (Copy & Video)
- Google AdWords Display Ad with call to action to see aerial video tour (featured on your property page)
- Retargeting Buyers from Facebook, Instagram, YouTube who Watched the Video
- Craigslist Ad with Landing Page and Text Code to Receive Instant Information About Your House
- Promoting it on International Real Estate Portal Which Syndicates to National and International Real Estate Websites
- Mail Postcard with QR code to Boarding farms and Horse Service Providers in the area
- Post Ad on Appropriate Horse Magazine (Horse and Rider, Community Horse, etc.)
- Property Postcard Mailer "Choose Your Neighbor" to homeowners in your area (Every Door Direct Mail) with QR code which links to landing page of your property
- Send the Digital Brochure Proprietary Email List



Advertising in Horse Specific Websites

<https://www.horseproperties.net/>

<https://www.equinenow.com/>

<https://www.landwatch.com/farms-ranches>

<https://www.horseclicks.com/properties-for-sale>

<https://www.communityhorse.org/>

<https://www.newhorse.com/>

Marketing to Real Estate Agents

- Multiple Listing Service (MLS) (All CT 5500+ Agents Will Have Access)
- International MLS (Proxio.com)
- Networking on Facebook Group Equestrian Sites for Real Estate Agents
- Hold a Broker Open House
- Offering Desirable Compensation to Buyer's Agent

Servicing the Listing

- Use Showing Center to Receive Feedback and 24/7 Easy Scheduling of Appointments
- Get Feedback from Agents and Their Buyers
- Use Strategic Key Words in MLS Description
- Rotate Main Photo Every Week So Property Doesn't Become Stale
- Track Market Condition and Position your House in Line with The Market
- Reverse Offer
- Secure Lockbox Which Allows to Track All the Showings





About Ariana Benesova

Ariana started her career in the real estate industry in 2004. She joined eXp Realty in 2013 and she specializes in selling residential properties and equestrian properties. She has previously worked with *Keller Williams Prestige Properties* for 3 years and Weichert Realtors for 6 years. Ariana is a member of the National Association of Realtors®. She also has a certification with “At Home with Diversity®”, serving culturally diverse buyers and sellers. She is fluent in Spanish and Czech. Her excellent negotiating skills, strategic pricing and effective marketing programs will give you the exposure and edge you need to sell your home quickly.

About eXp Realty

eXp Realty is one of the largest residential real estate brokerages by North America geography and the most innovative. eXp agents receive unprecedented training and support and are able to collaborate and learn from professionals around the country in their virtual office. Founded in 2009 by Glenn Sanford, as a cloud-based, full-service real estate brokerage company, eXp Realty provides 24/7 access to collaborative tools and training for real estate brokers and agents through its 3D fully immersive, cloud office environment. By 2013, Glenn took eXp Realty public. This enabled agents to earn stock and become owners of the company just by selling real estate. In 2018, eXp Realty had opened operations in all 50 US states and Canada. Today, eXp Realty is open in over 14 additional countries, including Mexico, UK, Australia, South Africa, India, and many more!

Schedule

Description	Frequency / Timing
Sign Posted in Front Yard (If Applicable)	Once at Start
Property Landing Page Published to Website	Once at Start
Property Tour Video Added to YouTube Channel	Once at Start
Photos & Videos Posted to Facebook Business Page	Weekly
Photos & Videos Posted to Instagram Business Account	Weekly
YouTube Ad Campaign to Active Real Estate Searchers	Ongoing
Facebook Ad Campaign to Real Estate Interested	Ongoing
Instagram Ad Campaign to Real Estate Interested	Ongoing
Open House Campaign & Event (If applicable)	Bi-Weekly
New Listing Email Announcement to Email List	Ongoing
Listing Posted in Multiple Listing Service (MLS)	Ongoing
Listing Syndicated to Popular Home Search Sites	Ongoing
Postcard Mail Drop	Once at Start
Craigslist Ad	Every 3 Days
Metrics Evaluation & Campaign Adjustments	Weekly
Agent Feedback Report from Buyer Tours	Weekly
Broker Open House	Once at Start

