

# CLEAR PATH

# MARKETING FRAMEWORK



**CLEAR PATH CONSULTING**

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HOW TO MARKET FOR  
**MAXIMUM EXPOSURE**

# MARKETING

Pricing puts your home in the right position.  
Marketing is what brings it attention.

Attention is what turns a well-priced home into real activity. With strong marketing, the right buyers see it quickly, feel confident in it, and act faster.

This section is not about complicated strategies or endless tactics.  
It's about following a clear system that creates visibility, builds trust, and drives real demand.

## **The Goal of Marketing**

The goal is simple:

Get the right buyers to see your home,  
feel confident in it,  
and take action.

## **The Clear Path Marketing Framework**

Strong marketing follows a clear structure.

In this section, you'll learn:

- The power of using your personal network

And a simple 3-step system:

- Build Buzz
- Create First Impressions
- Maximize Exposure

Each step builds on the one before it.

When done correctly, your home doesn't feel like just another listing.  
It feels like an opportunity buyers don't want to miss.

# THE POWER OF PERSONAL NETWORKS

## What This Is

Activating your personal network is the fastest way to create early attention, trust, and momentum.

It focuses on direct, personal outreach.

It's about making sure the right people know your home is available, at the right times.

## Why This Matters

People trust people.

When someone hears about your home through a person they know, it carries more weight than anything they see online.

Your network can create:

- Early interest
- Early conversations
- Early momentum

That early momentum signals to the market that your home is worth paying attention to.

## When to Activate Your Network

This should happen in waves:

- During the **Coming Soon (Buzz)** phase (explained earlier)
- When the home **goes live (Listed For Sale)**
- Around key moments (open houses, price adjustments, etc.)

The goal is to create intentional bursts of attention.

## How to Activate Your Network (Action Steps)

Keep it simple and direct.

### 1. Send Personal Messages

Reach out to:

- Friends
- Family
- Coworkers
- Anyone familiar with your area

Simple example:

“Hey — I’m selling my home soon. If you know anyone looking in [area], let me know.”

## **2. Post on Social Media**

- Share a simple post when coming soon
- Share again when live
- Keep it casual and natural

You’re making people aware and opening the door for conversations.

## **3. Tell Your Neighbors**

Neighbors are one of the most overlooked opportunities.

They often know:

- Friends who want to move nearby
- Family members looking in the area

A quick conversation can lead to real interest.

## **4. Let Others Share It**

If someone shows interest:

- Send them the listing
- Let them pass it along

Word-of-mouth expands your reach without extra effort.

## **What Happens When You Do This Right**

When your network is activated:

- Your home gets immediate attention
- Buyers feel more confident
- Conversations start earlier
- Momentum builds faster

This creates a stronger launch when your home hits the broader market.

## **Common Mistake to Avoid**

Many sellers skip this step or treat it as optional, relying entirely on listing platforms.

That means:

- No early momentum
- Slower initial traction
- Less perceived demand

## Key Takeaway

Your network is your first layer of marketing. Use it to create attention and momentum multiple times throughout your sale.

### **BONUS — Text & Social Media Scripts**

*These sample messages give you a clear starting point for sharing your listing with friends, neighbors, and online contacts. They help you communicate naturally, create awareness, and start conversations without sounding overly promotional.*



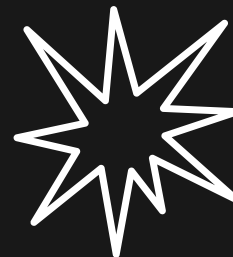
Scan the code to access your scripts.

## **THE 3 STEP MARKETING FRAMEWORK**

**STEP 1: BUILD BUZZ**



**STEP 2: CREATE FIRST IMPRESSIONS**



**STEP 3: MAXIMIZE EXPOSURE**



# STEP 1: BUILD BUZZ

## What This Step Is

Most sellers think marketing starts when the home goes live.

That's the standard approach, not the strategic one.

Strong marketing starts **before your home ever hits the market.**

This phase is called **building buzz.**

The goal is simple:

Create awareness and curiosity before buyers can fully access the property.

When done correctly, buyers don't feel like they discovered your home...

They feel like they've been waiting for it.

## Why This Matters

The first days on market are the most important.

That's when:

- The most buyers see your home
- The most interest is created
- The strongest offers are most likely

If your home launches with **no attention**, you lose momentum.

If your home launches with **built-up interest**, you create urgency.

## The Rules of Building Buzz

Buzz only works when it's controlled.

The goal is to **create curiosity**, not give everything away.

Avoid:

- Posting full listing photos
- Sharing the price
- Over-explaining details

When buyers already know everything, there's no reason to follow the listing.

## How to Build Buzz (Action Steps)

Focus on simple, high-impact signals:

### 1. Put Up a “Coming Soon” Sign

- Clean, professional-looking sign
- No price, minimal details
- Signals that something is happening

### 2. Activate Your Personal Network (Previously Explained)

- Text friends, family, coworkers
- Mention it casually in conversation
- Post on social media

### 3. Create Curiosity Without Overloading Information

Examples:

- “My home going up for sale soon in [area]”
- “Excited to list my home in the near future”

Keep it simple and direct.

### 4. Tell Your Neighbors

Neighbors often know:

- Friends or family who want to move nearby
- People already interested in the area

This creates early, local word-of-mouth.

## What Happens When You Do This Right

When your home goes live:

- Buyers recognize it
- They click faster
- They show up sooner
- They feel like they need to act

Instead of:

“Just another listing”

It becomes:

“The one I’ve been hearing about”

## Key Takeaway

Buzz doesn’t delay your sale.  
It prepares the market for it.

Build attention first. Then release the full listing.

## **STEP 2: CREATE FIRST IMPRESSIONS**

### **What This Step Is**

Buzz gets buyers interested.

First impressions determine whether they take the next step.

Before a buyer ever thinks logically, they react emotionally.

That reaction happens:

- In the first few seconds online
- And again the moment they arrive in person

That first impression sets the tone for everything that follows.

### **Why This Matters**

Most buyers will see your home online before they ever step inside.

That means your photos and presentation decide:

- Whether they click
- Whether they schedule a showing
- Whether they take your home seriously

If the first impression feels weak, buyers move on.

If it feels strong, they lean in.

### **The Two Types of First Impressions**

Strong marketing controls both:

#### **1. Digital First Impression (Online)**

This is where buyers decide if your home is worth seeing.

Focus on:

Professional-Quality Photos

- Bright, clear, well-composed images
- Avoid dark, blurry, or uneven lighting

Clean, Decluttered Spaces

- Remove personal items and distractions
- Let buyers imagine themselves in the home

## Consistent Visual Flow

- Photos should feel connected and easy to follow
- Use clear, intentional angles that guide the viewer through the home

## Strong Opening Image

- Your first photo matters most
- It should immediately grab attention

## 2. Physical First Impression (In Person)

This is where buyers decide how they feel about the home.

Focus on:

### Curb Appeal

- Clean yard, trimmed edges, clear walkways
- The home should look cared for before they enter

### Entry Experience

- The first steps inside set the tone
- Clean, open, and inviting

### Lighting & Atmosphere

- Natural light where possible
- Bright, comfortable environment

### Professional Signage

- A clean, strong yard sign builds trust
- Signals that the sale is serious and organized

## What Buyers Are Actually Judging

Buyers are evaluating more than just the home itself.

They're asking themselves:

- Does this feel well taken care of?
- Does this feel like a safe purchase?
- Can I see myself living here?

Your presentation answers those questions before they ever speak to you.

## Common Mistake to Avoid

Many sellers underestimate presentation.

They think:

“The home will speak for itself.”

In reality:

The presentation determines whether buyers even listen.

Low-quality photos or poor presentation don't just look bad...

They quietly signal risk.

## What Happens When You Do This Right

When your first impression is strong:

- More buyers click your listing
- More buyers schedule showings
- Buyers feel confident before walking in
- Your home feels more valuable

## Key Takeaway

First impressions don't just attract buyers.

They shape how buyers value your home.

Make it feel clean, clear, and intentional, both online and in person.

### **BONUS — Pre-Photo Prep Guide**

*Photos are often the first showing your home ever gets.*

*This guide walks you through exactly how to prepare each space so your home looks clean, bright, and neutral in photos.*

*When done correctly, your photos attract more attention, build buyer confidence, and increase the number of showings.*



*Scan the code to access your guide.*

### **BONUS — Photo Shot Checklist**

*First impressions happen online, and photos are the #1 factor that gets buyers through the door. This checklist shows you exactly what to capture, from wide shots to key details, so your listing looks professional, complete, and stands out next to agent-listed homes.*



*Scan the code to access your checklist.*

## **STEP 3: MAXIMIZE EXPOSURE**

### **What This Step Is**

Once your home is prepared and initial momentum is built, the final step is to maximize how many buyers can find it.

This is where your marketing scales.

Up to this point, you've created:

- Curiosity (buzz)
- Confidence (first impressions)
- Early momentum (network)

Now the goal is simple:

Make sure your home is visible everywhere serious buyers are looking.

### **Why This Matters**

Most buyers don't search in one place.

They move across multiple platforms:

- Zillow
- Redfin
- Realtor.com
- Brokerage websites
- Google

If your home is only posted in one or two places, you limit how often it gets discovered.

More visibility creates:

- More clicks
- More showings
- More potential offers

### **Where Buyers Actually Find Homes**

Think of each platform as a separate entry point.

Every place your home appears is another opportunity for a buyer to:

- See it
- Save it
- Share it
- Schedule a showing

The goal is to place your home in as many relevant locations as possible.

## How to Maximize Exposure (Action Steps)

### 1. Get Your Listing on Major Platforms

At minimum, your home should appear on:

- Zillow
- Redfin
- Realtor.com
- Trulia

These platforms drive the majority of buyer traffic.

### 2. Consider MLS Access (Flat Fee Options)

One of the most effective ways to expand exposure is through the MLS (Multiple Listing Service).

The MLS is the system that powers many major listing platforms and is used by agents working with active buyers.

Some sellers choose to use flat-fee MLS services, which can:

- Distribute your listing across multiple websites automatically
- Increase visibility to agent-represented buyers
- Make your listing appear more established and complete

Availability and terms vary depending on location and provider.

**Note:** If you choose to list your home on the MLS through a Flat Fee service, you cannot mention or advertise buyer agent commission anywhere in the listing, including the description or remarks. This is a nationwide rule that went into effect August 17, 2024. If you are marketing outside of the MLS, rules may differ depending on the platform.

### 3. Reactivate Your Network When You Go Live

Once your home is officially listed, re-engage your personal network with the full details.

You now have something concrete to share:

- Photos
- A listing link
- Key information

This increases visibility quickly and often leads to indirect opportunities through referrals and word-of-mouth.

Keep it simple and direct. The goal is awareness, not persuasion.

Sharing your live listing gives people a clear reason to engage and pass it along.

#### **4. Ensure Your Listing is Complete and Consistent**

Across all platforms, your listing should have:

- High-quality photos
- Clear, consistent property details
- A strong, feature focused description

Inconsistent or incomplete listings reduce trust and interest.

#### **5. Create Multiple Entry Points**

The more places your home appears, the more chances buyers have to find it.

Think in terms of access:

- Different platforms
- Different audiences
- Different paths to your listing

You don't need every buyer.

You need the right buyer to find your home.

#### **What Happens When You Do This Right**

When your exposure is maximized:

- More buyers discover your home
- More buyers engage with it
- More opportunities are created

Combined with strong pricing and earlier marketing steps, this leads to:

- Faster activity
- Stronger interest
- Better outcomes

#### **Common Mistake to Avoid**

Many sellers rely on a single platform or limited exposure.

This reduces:

- Visibility
- Buyer pool
- Opportunity

Even a well-priced, well-presented home underperforms when it lacks visibility.

#### **Key Takeaway**

Exposure multiplies opportunity. The more accessible your home is to buyers, the more likely it is to generate strong interest and competitive outcomes.

# **THE CLEAR PATH MARKETING FRAMEWORK**

Strong marketing is not about doing more.

It's about doing the right things, in the right order.

This system is designed to create:

- Early attention
- Strong first impressions
- Consistent Momentum
- Maximum reach

## **The 3-Step Process**

### **STEP 1 — BUILD BUZZ**

Create awareness and curiosity before your home goes live.

### **STEP 2 — CREATE FIRST IMPRESSIONS**

Present your home in a clean, professional way; both online and in person.

### **STEP 3 — MAXIMIZE EXPOSURE**

Place your home where buyers are actively searching to increase visibility.

## **How It Works Together**

Each step builds on the one before it.

- Buzz creates anticipation
- First impressions build confidence
- Exposure brings in the broader market

When combined, these steps increase:

- Buyer attention
- Showing activity
- Overall opportunity

## **Note — Using an Open House (Optional)**

In most cases, open houses do not directly help sell the home. They are typically used by agents to meet new buyers and build future business, not to create immediate demand for a specific property.

Because of this, an open house should not be used as a default strategy.

However, when used intentionally, it can serve a specific purpose:

**expanding reach and concentrating attention** at a key moment.

If you decide to use one, it should only be used in two situations:

### 1. Before Launch (Pre-Market Exposure)

Host the event the weekend before going live (typically Saturday, launching Monday). The goal is to create early awareness and build anticipation before the home hits the market.

### 2. After Day 14 (Re-Launch Event)

Host the event alongside a price adjustment. The goal is to reintroduce the home to the market and generate renewed interest after the initial attention window.

### How to Structure It

This should not be a typical “walk-in” open house.

Instead:

- Make it invite-only
- Invite your personal network and nearby neighbors
- Encourage guests to bring anyone they know who may be looking in the area
- Frame it as a casual “going away” or farewell-style event

This approach expands exposure beyond listing platforms and leverages your existing network to bring in potential buyers. Use an open house as a supplemental tool, not a primary marketing strategy. It does not replace proper pricing, positioning, and launch execution.

### The Outcome

When marketing is done correctly:

- Your home is seen by more buyers
- Buyers engage more quickly
- Interest builds earlier
- Momentum is sustained

This creates the conditions for stronger results.

### Key Takeaway

Marketing is not a single action.  
It's a sequence.

Follow the system.

Build attention first. Then release it to the market.

STEP 1: BUILD BUZZ



STEP 2: CREATE FIRST IMPRESSIONS



STEP 3: MAXIMIZE EXPOSURE





# CLEAR PATH

