

# The Complete Marketing Plan to Get Your Home Sold



Phone : 902-446-3113      HRMOffice@assist2sell.com

[www.AsLowAs2995.com](http://www.AsLowAs2995.com)



If your property is now listed with a REALTOR® or Broker, please disregard this offer, as it is not our intention to solicit the offerings of other REALTORS® or Brokers. The information contained herein is deemed reliable but is not guaranteed. Message and data rates may apply.

# We create a marketing platform around your listing

To literally drive thousands and even tens of thousands of interested buyers to see your home online and in person.

The MORE buyers that see your home, the more buyers we talk to and show your property to!



## We **market** your home everywhere, including but not limited to:



Paid Advertising  
on Facebook  
and Instagram



Social Media  
Marketing



Email Marketing



Print Marketing



Video Marketing



Mobile Marketing



Search Engine  
Marketing



YouTube Marketing

## And more!

Check the upcoming pages for more details



**Assist 2 Sell HomeWorks Realty**

Phone : 902-446-3113

HRMOffice@assist2sell.com

**Assist 2 Sell**

www.AsLowAs2995.com

# Paid Advertising on Facebook and Instagram



We will create **social media ads** and advertise your home on Facebook and Instagram.

- ✓ Different Facebook and Instagram ads for each status.
- ✓ Time tested ads that is guaranteed to generate results.

The collage displays five distinct social media ad templates, each with a blue-bordered label at the top:

- Coming Soon:** Features a placeholder for a photo of a property and text that reads: "Coming Soon in Mooresville. Click below for INSTANT ACCESS to all photos, details and more. Enjoy incredible sunsets from this custom waterfront home with western view for a pool. Dream kitchen..."
- Just listed:** Features a placeholder for a photo of a property and text that reads: "Just Listed - Ranch in Liberty! Great Price! \$149,000. Open House Saturday & Sunday - Call/Text Lyn Cheek for details (816)260-8704. Ver traducción"
- Pending:** Features a placeholder for a photo of a property and text that reads: "Another Home in Kearneysville is now under Contract and is expected to close soon. When this home is sold, it will affect YOUR home's value. Click below or Text 183274 to 25678 to get your new updated home value estimate for FREE."
- Open House:** Features a placeholder for a photo of a property and text that reads: "Open House in Grand Haven. Click below or Text 183103 to 25678 for INSTANT ACCESS photos, details and more. Charming and updated home conveniently located near Grand Haven has to offer. This 4 bedroom and 2 bathroom is spacious, bright, and... Ver más"
- Just Sold:** Features a placeholder for a photo of a property and text that reads: "Just Sold. This home being sold. Get your value estimate for FREE. #Realtor #Realty #Broker #ForSale #NewHome"



**Assist 2 Sell HomeWorks Realty**

Phone : 902-446-3113

HRMOffice@assist2sell.com

**Assist 2 Sell**  
www.AsLowAs2995.com

# Social Media Marketing

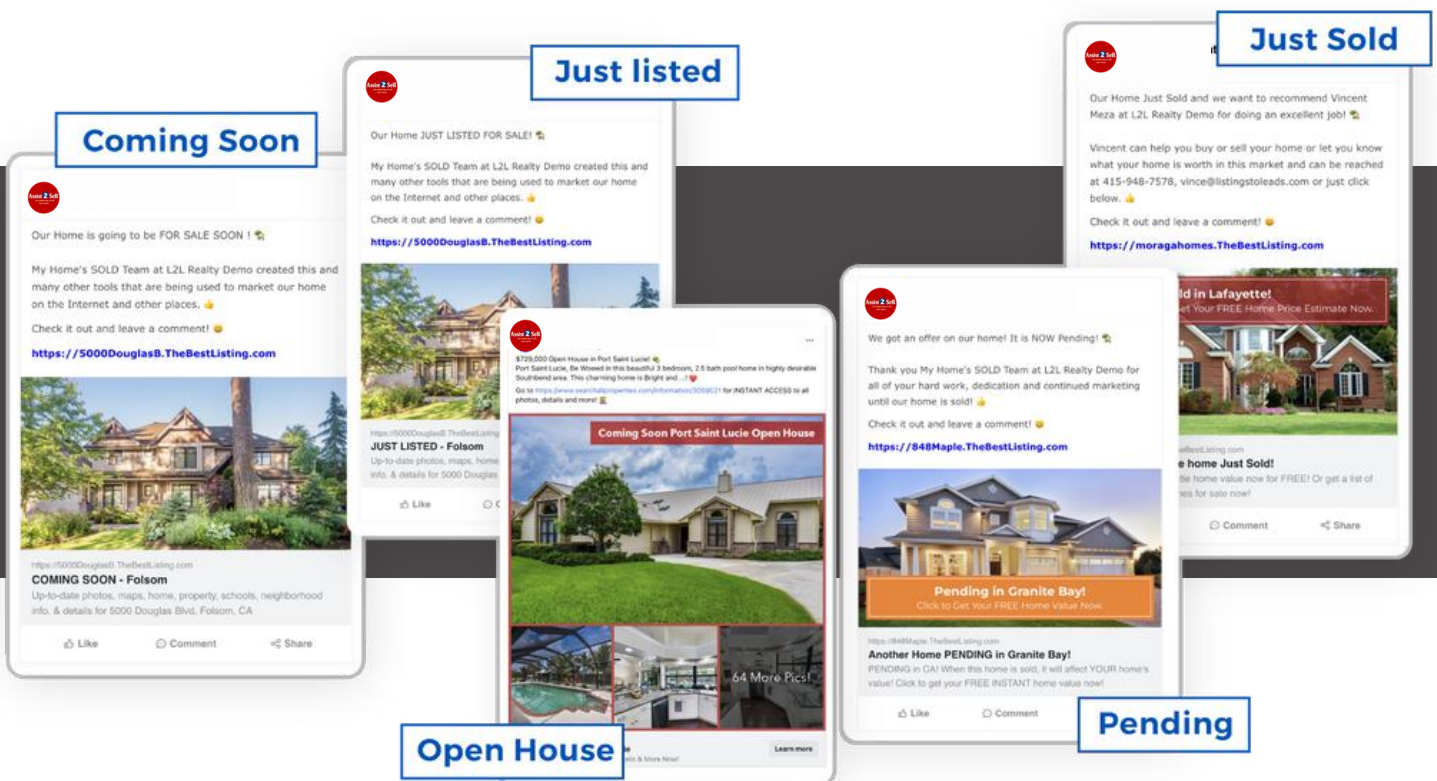


There are 4 billion total social media users across all platforms.



We will create **beautiful social posts** with images and share it in our Facebook, Instagram, LinkedIn, Twitter, and Pinterest.

- ✓ Different social media posts for each status.
- ✓ Different social media posts for each platform.
- ✓ Time tested post descriptions that get engagements.
- ✓ Beautiful custom-designed images for each social post.





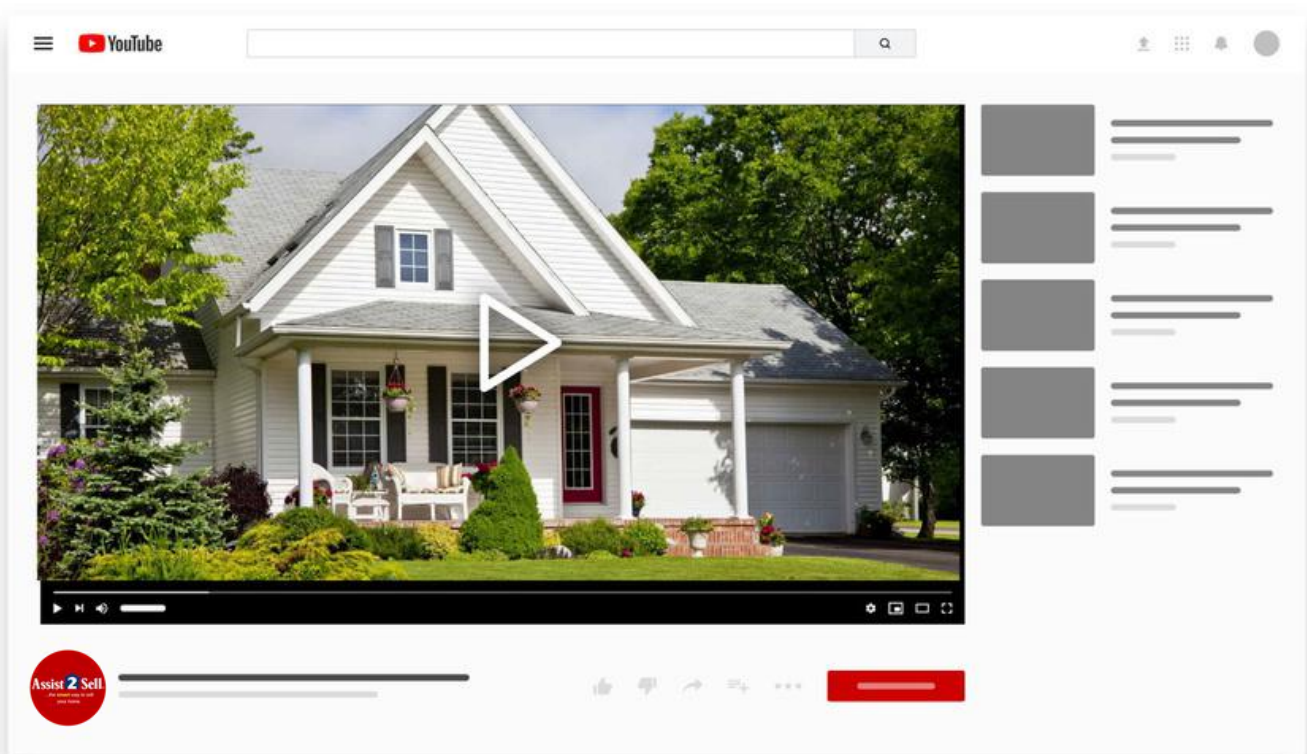
# YouTube Marketing



We will create a video for your home and post it to YouTube, where over 122 million people watch 1 billion hours of content every day.

We use proven techniques to optimize your home video to reach as many people as possible by sharing it on our channels.

- ✓ #1 Video Website.
- ✓ #2 Visited website on the internet.
- ✓ Great SEO for your home.



# Print Marketing



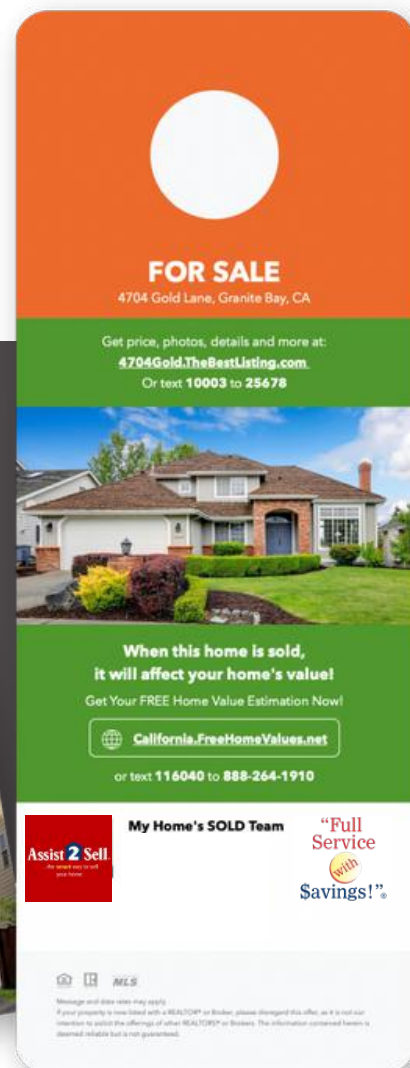
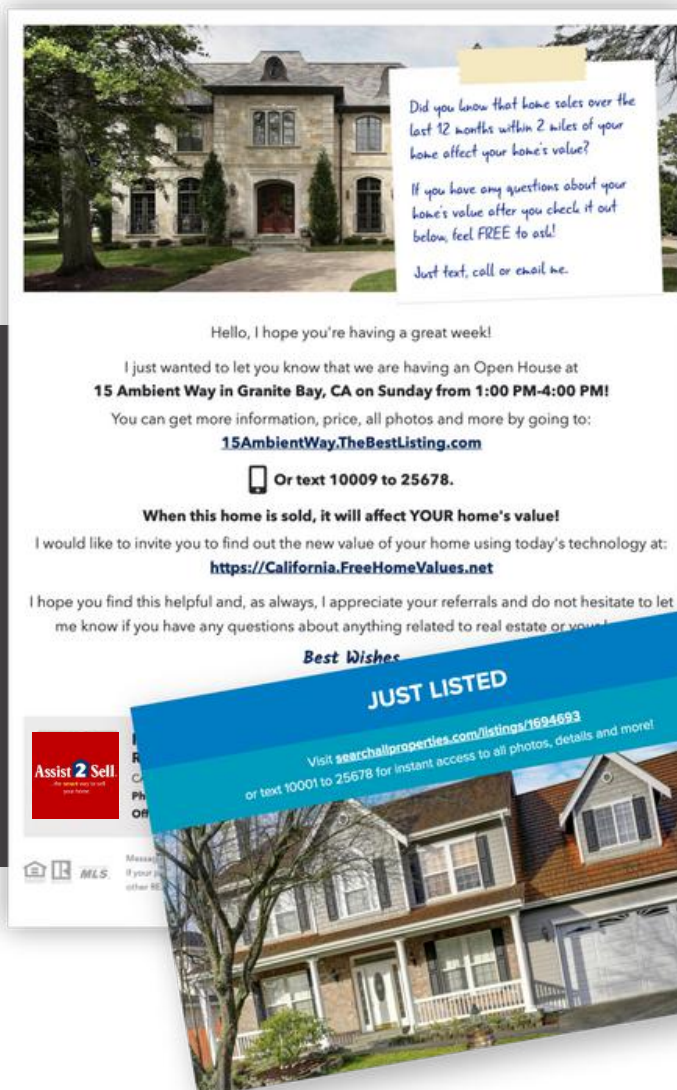
56% of people find print marketing to be the most trustworthy type of marketing.



# Nearby Neighbour Marketing

Families and Friends are reconnecting more now than ever and that includes moving closer to the ones you love.

**We will let neighbors know your home is for sale!**



**Assist 2 Sell HomeWorks Realty**

Phone : 902-446-3113

HRMOffice@assist2sell.com



www.AsLowAs2995.com



# Email Marketing

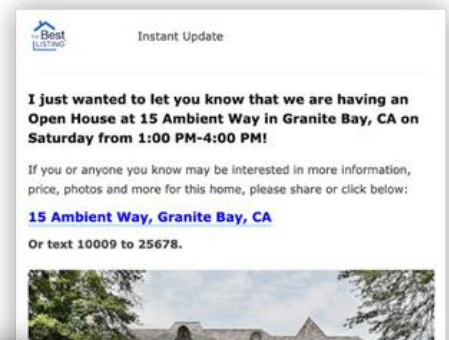


There are 4 billion daily email users.



We will be **sending your home** to our database of buyers in your area, our partners and your sphere of influence.

- ✓ We will create a different campaign for every listing stage.
- ✓ All our emails are optimized for mobile, tablets & desktops.
- ✓ Designed to generate and pre-qualify buyers, then schedule showings for your home.



**Sold,**  
home's value!

to find out the new value of your home using website I created that will provide you with

[FreeHomeValues.net](http://FreeHomeValues.net)

**FREE Home Value Now!**

ful and, as always, I appreciate your  
g any friends, family, or colleagues my way.  
supporting me and my business endeavors and  
I know if you have any questions about  
estate or your home!



**Assist 2 Sell HomeWorks Realty**

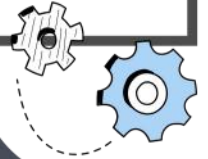
Phone : 902-446-3113

HRMOffice@assist2sell.com

**Assist 2 Sell**  
[www.AsLowAs2995.com](http://www.AsLowAs2995.com)



# Database Marketing to My Contacts



99% of email users check their email every day, some as much as 20 times a day!

We send your home to our database of buyers in your area, our partners, and your sphere of influence.

- ✓ We will create a different campaign for every listing stage.
- ✓ All our emails are optimized for mobile, tablets & desktops.
- ✓ Designed to generate and pre-qualify buyers, then schedule showings for your home.



Assist2Sell

Instant Update

**I just wanted to let you know that we are having an Open House at Your Home Nova Scotia Thursday from 1:00 PM-4:00 PM!**

If you or anyone you know may be interested in more information, price, photos and more for this home, please share or click below:

**Your Home Nova Scotia**

Or text 107242 to 25678.



**When this home is sold, it will affect YOUR home's value!**

I would like to invite you to find out the new value of your home using today's technology at a website I created that will provide you with this information at:

<https://www.homeworksrealty.ca/homevalue>

**Get Your FREE Home Value Now!**

I hope you find this helpful and, as always, I appreciate your consideration in referring any friends, family, or colleagues my way. Again, thank you for supporting me and my business endeavors and do not hesitate to let me know if you have any questions about anything related to real estate or your home!

Best Wishes,

"Full  
Service  
with  
Savings!"

**Assist 2 Sell HomeWorks Realty**

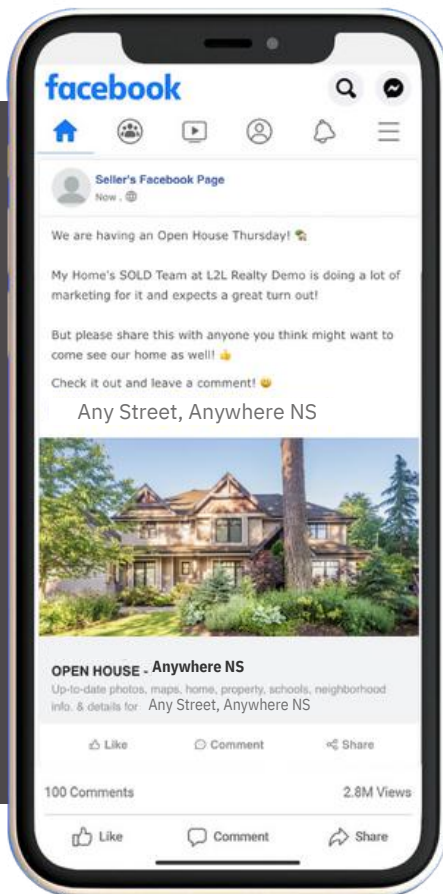
Phone : 902-446-3113

HRMOffice@assist2sell.com

**Assist2Sell**  
www.AsLowAs2995.com

# Seller Sphere Of Influence

Someone you know likely knows someone looking to buy in the area. We will leave **NO stones unturned** trying to find a buyer and the highest price for your home!



**Assist2Sell.**

OPEN HOUSE

01 : 22 : 07 : 31

DAYS HOURS MINUTES SECONDS

Any Street, Anywhere NS

**\$800,000**

**3 BEDS**

**5000 SQUARE FEET**

**2 full, 1 half BATHS**

Not working with a real estate agent?

Then call us to get a \$2,000 bonus if we show you and you buy this or any of the homes listed here. \*See terms below.

You will be pleasantly surprised by this well kept home in Parkview. It is located on the Lobby Level and is accessed from the inside hallway or from a staircase on the outside which leads to this end unit. Everything sparkles—new kitchen and bath, perfect wall-to-wall carpeting plus a balcony which overlooks the beautiful bird sanctuary and garden area. There is a seasonal in-ground swimming pool and ample parking for residents and their guests. Don't miss out on this one!!!

\*\$2,000 offer only available to purchasers not under contract with a real estate agent. Offer available for the purchase of this home only and valid if shown and bought through the listing agent.

Sincerely,

**My Home's SOLD Team**

Phone: 415-555-5555  
License: 4444, CA

SEARCH ALL HOMES FOR SALE  
DOWNPAYMENT ASSISTANCE AVAILABLE  
NEW CONSTRUCTION FOR SALE

Get Your Granite Bay Home Value FREE & INSTANT!

DISCLAIMER: The content of this email and any attachments are confidential. They are intended for the named recipient(s) only. If you have received this email by mistake, please notify the sender immediately and do not disclose the content to anyone or make a copy thereof.



**Assist 2 Sell HomeWorks Realty**

Phone : 902-446-3113

HRMOffice@assist2sell.com

**Assist2Sell.**  
www.AsLowAs2995.com

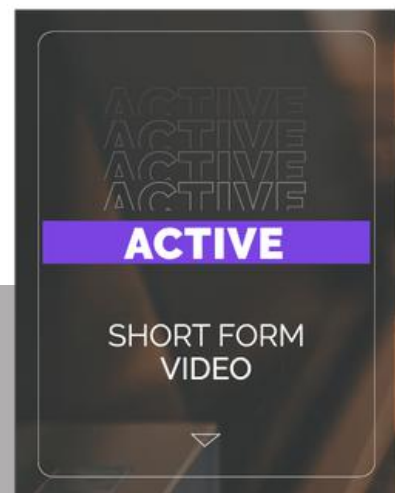
# Short Form Videos



90% of vertical/short videos have a higher watch completion rate compared to horizontal ones.



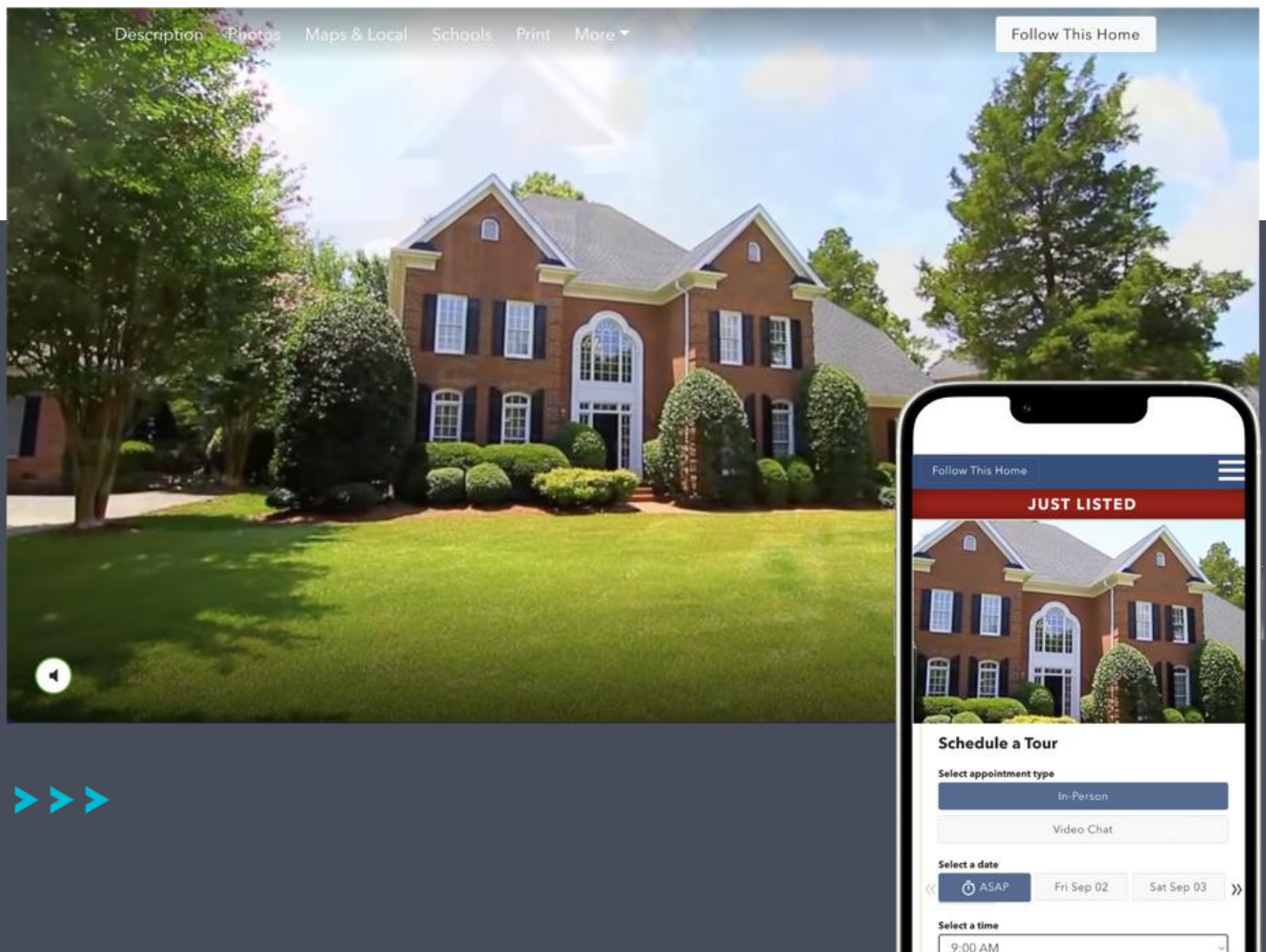
We will create **unique vertical/short videos** for your home. Share them on Tiktok, Instagram Reels, and YouTube shorts. This new format is hot and known to generate motivated buyers.





# Listing Websites & Virtual Tours

We will create **beautiful single property websites** and **full-screen virtual tours** for your listing.



**Assist 2 Sell HomeWorks Realty**

Phone : 902-446-3113

HRMOffice@assist2sell.com

**Assist 2 Sell**

www.AsLowAs2995.com

# Listing Flyers for Buyers!

We will design various **print flyers** with different colors, styles, and QR codes to generate engagement and link buyers to your listing vanity URL.

All the flyers come with:

- ✓ A link to your listing vanity URL.
- ✓ Listing photos, maps, and information.
- ✓ QR code and/or text extension.
- ✓ Different colors and design styles.
- ✓ Designed and tested to generate engagement.

**FOR SALE**  
Your Address Here

**Contact for Price**

5,450 sqft 4 Beds 2 full, 1 half

This Granite Bay home offers a bold dining room with built-in hutch, great chandelier, butler's pantry, master suite with dressing room, two-person shower, custom storage, his-and-her baths, linen closet, privacy room, his-and-her closets, makeup table, sitting room, walk-in closet to quickly find your clothes,...

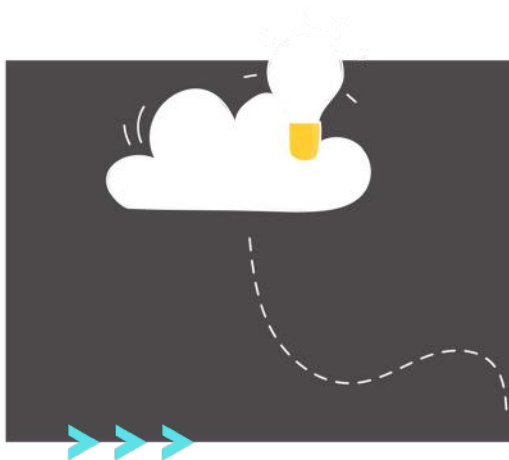
**Text 10003 to 25678**  
to receive all photos, details, school information and more via text 24/ 7!

**Need to sell before you buy? Go to:**  
[California.FreeHomeValues.net](http://California.FreeHomeValues.net)  
for your FREE & INSTANT home value estimate!

**Assist 2 Sell**  
HomeWorks Realty Ltd.  
[www.AsLowAs2995.com](http://www.AsLowAs2995.com)

**"Full Service with Savings!"**

Message and data rates may apply.  
If your property is now listed with a REALTOR® or Broker, please disregard this offer, as it is not our intention to solicit the offerings of other REALTORS® or Brokers. The information contained herein is deemed reliable but is not guaranteed.



# Text / IVR & Sign Riders



We will capture quality buyer leads using text extensions!



- ✓ Unique extension number for your property.
- ✓ Designs proven to capture even more leads.
- ✓ Linked to your property website.
- ✓ Integrated with our marketing tools.

INFO & PHOTOS. **ANYTIME.**  
ON YOUR MOBILE PHONE.

**TEXT XXXXX  
TO 25678**



**Text XXXXX  
To 25678**

INFO & PHOTOS. **ANYTIME.**  
ON YOUR MOBILE PHONE.



**Text XXXXX  
to 25678  
...**

INFO & PHOTOS. **ANYTIME.**  
ON YOUR MOBILE PHONE.



GET YOUR HOME'S VALUE NOW!

**Text XXXXX  
To 888-264-1910**

Your 24/7 Home Evaluation Recorder Online





# Mobile Marketing



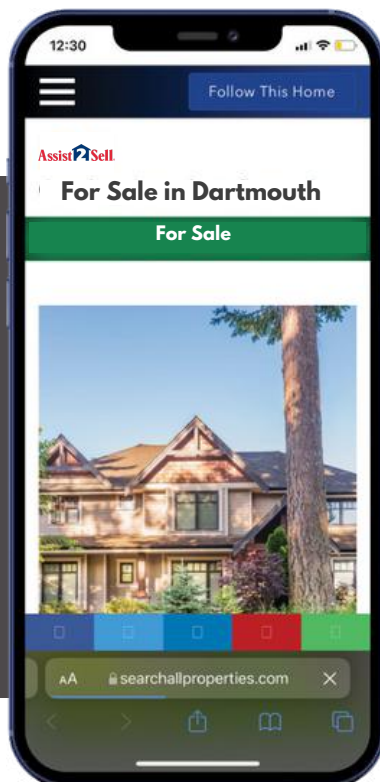
83.37% of the world's population own a smartphone and they spend 4 hours using it every day!



So we make sure that all our tools are **optimized for mobile and tablets** and guarantee to show your home the best way possible on each device.



SCAN THE  
QR CODE



# Craigslist

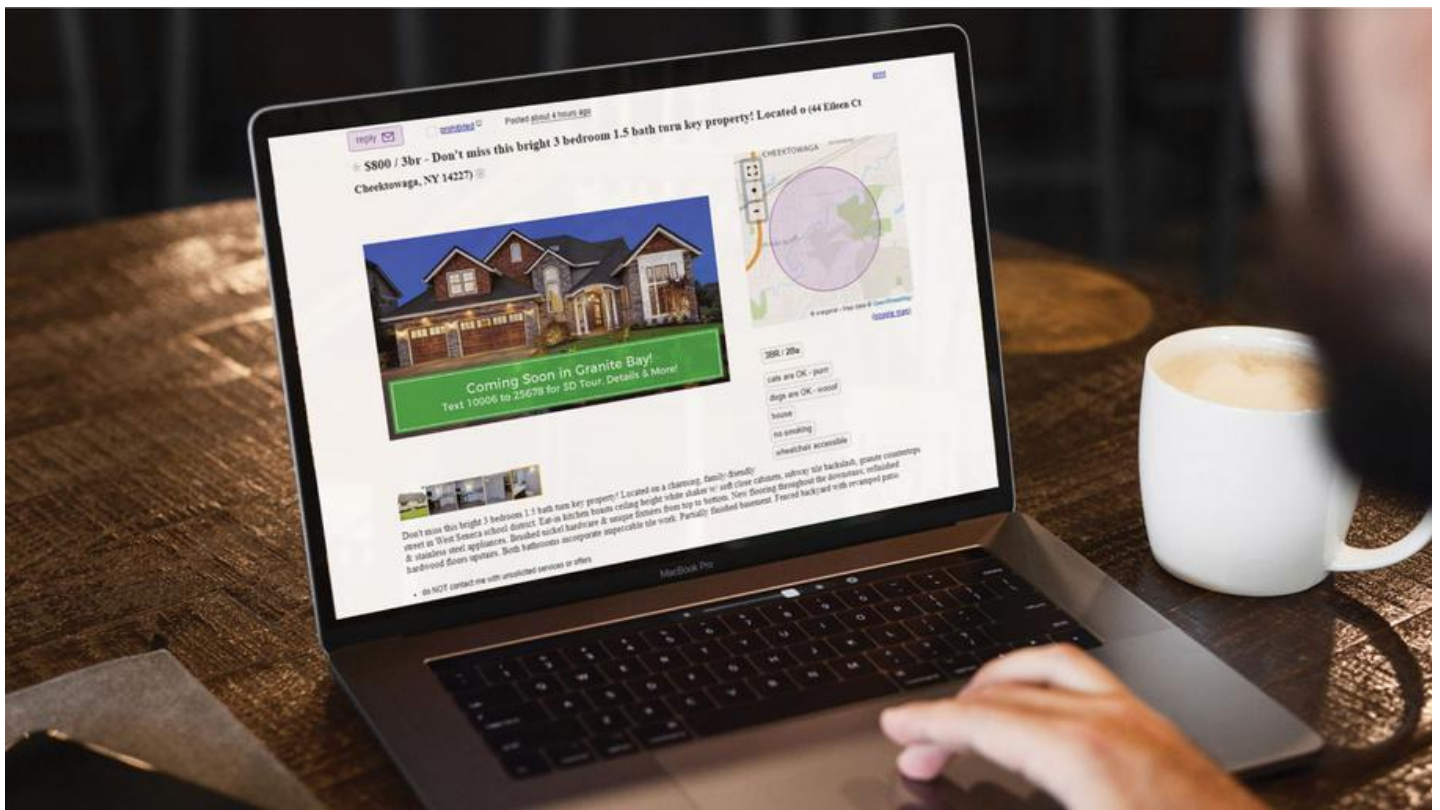
## NOPE CRAIGSLIST IS NOT DEAD



Craigslist has at least 60 million monthly users in the United States alone and it drives 50 billion page views each month.



Our Craigslist ads will display your home with proven **call-to-actions** that generate more buyers.



**Assist 2 Sell HomeWorks Realty**

Phone : 902-446-3113

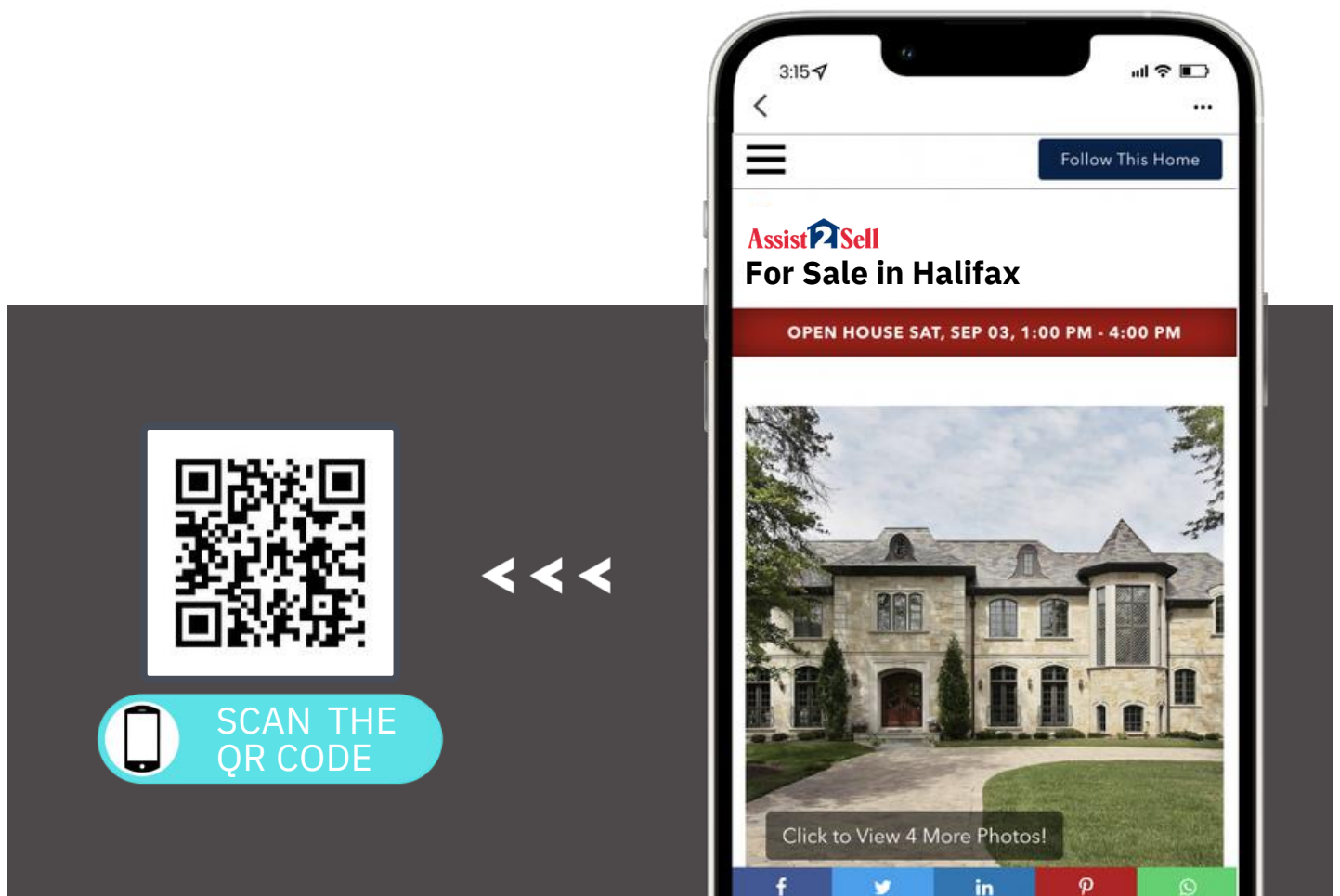
HRMOffice@assist2sell.com

**Assist 2 Sell**  
www.AsLowAs2995.com

# QR Codes

Our **QR codes** are designed especially for your listing and optimized for mobile marketing. This makes it simpler for potential buyers.

A QR code will be added to all your print marketing automatically. We can also provide you with the QR code to print on its own and use it in any place you feel is appropriate.



**Assist 2 Sell HomeWorks Realty**

Phone : 902-446-3113  
HRMOffice@assist2sell.com

**Assist2Sell**  
www.AsLowAs2995.com



# Reach & Frequency

We will market your home across **multiple channels** at each stage of the listing to ensure maximum reach and frequency.



**Assist 2 Sell HomeWorks Realty**

Phone : 902-446-3113

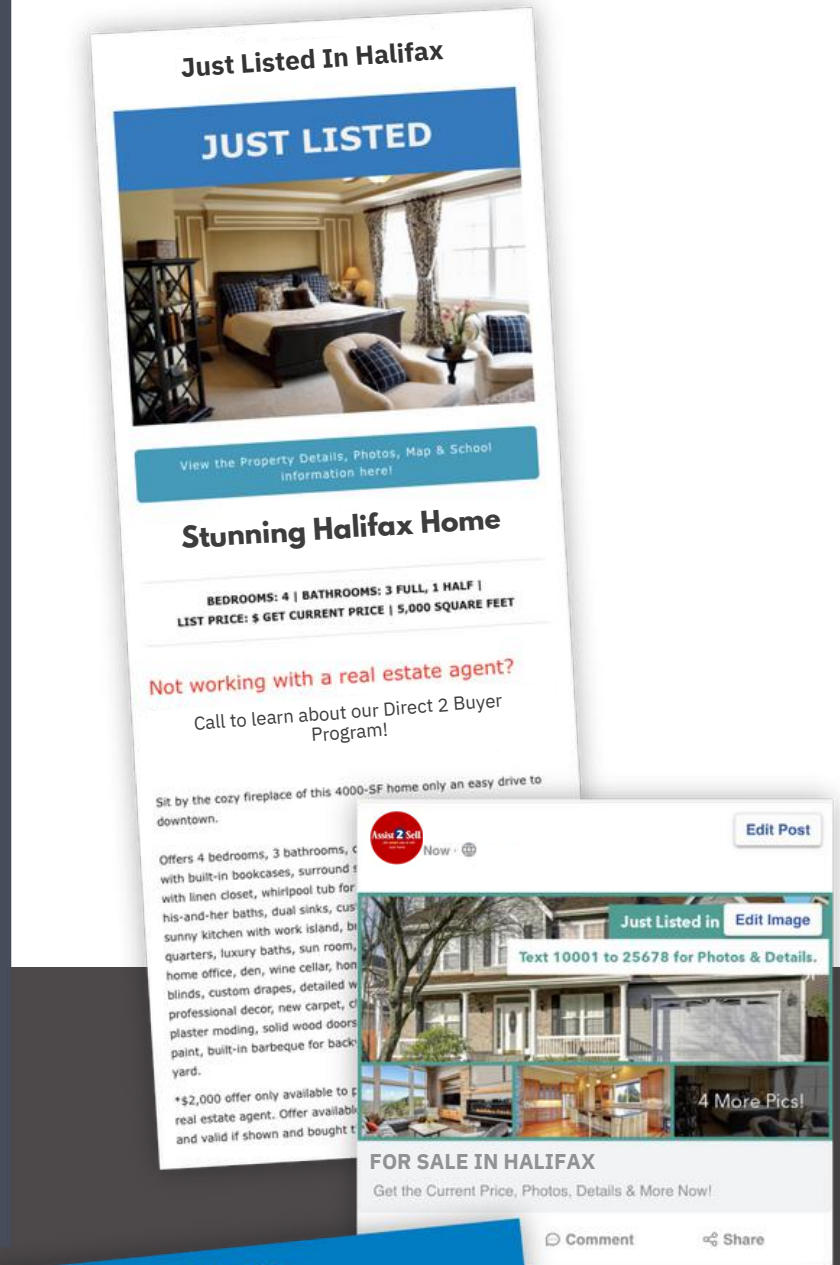
HRMOffice@assist2sell.com

**Assist 2 Sell**  
www.AsLowAs2995.com

# Just Listed <<<

Get started strong out of the gate with Just Listed Marketing **to let everyone know your home is now for sale.**

This is the time for your home to be introduced to the market getting any and all potential buyers excited to get more information and see your home ASAP!



**Assist 2 Sell HomeWorks Realty**

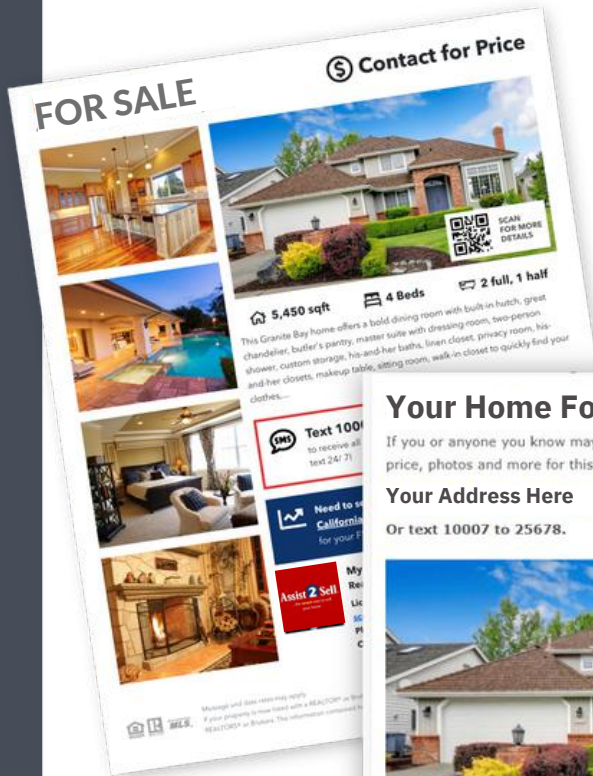
Phone : 902-446-3113  
HRMOffice@assist2sell.com

**Assist 2 Sell**  
www.AsLowAs2995.com

# Active <<<

Buyers are **constantly coming in and out** of the market.

If you have not received and accepted an offer by the end of the Just Listed period, we will adjust our marketing and keep marketing your property until an offer is received and accepted.



## Your Home For Sale Here

If you or anyone you know may be interested in more information, price, photos and more for this home, please share or click below:

**Your Address Here**

Or text 10007 to 25678.



**When this home is sold,  
it will affect YOUR home's value!**

I would like to invite you to find out the new value of your home using today's technology at a website I created that will provide you with this information at:

<https://homeworksrealty.ca/homevalue>

**Get Your FREE Home Value Now!**

I hope you find this helpful and, as always, I appreciate your consideration in referring any friends, family, or colleagues my way. Again, thank you for supporting me and my business endeavors and do not hesitate to let me know if you have any questions about anything related to real estate or your home!



  
**\$768,000**

  
**2 full baths**

  
**3 Beds**

  
**3,500 SqFt**

## Stunning Halifax Home

Beautiful 3 bedroom home with open floor plan near shopping, schools with access to freeways. You will be pleasantly surprised by this well kept home in Parkview. It is located on the Lobby Level and is accessed from the inside hallway or from a staircase on the outside which leads to this end unit. Everything sparkles--new kitchen.



**INFO & PHOTOS. ANYTIME. ON YOUR MOBILE PHONE.**

**Text XXXXX  
to 25678**



**"Full  
Service  
with  
Savings!"**

**Assist 2 Sell HomeWorks Realty**

Phone : 902-446-3113

HRMOffice@assist2sell.com

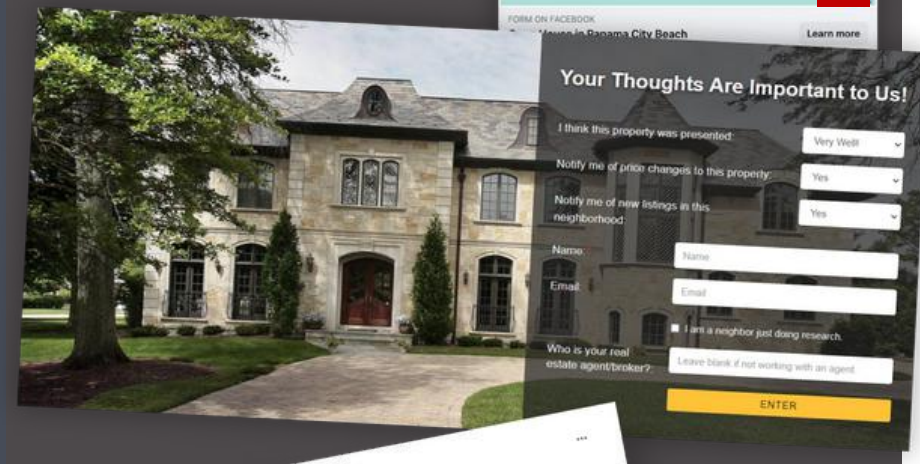
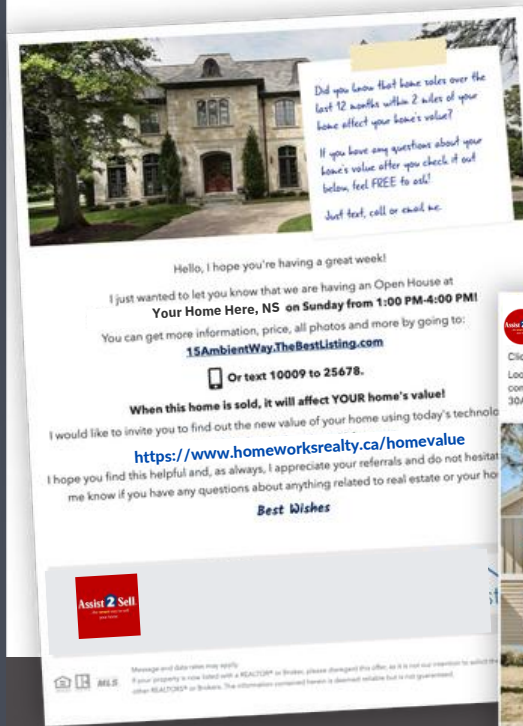
**Assist 2 Sell**  
[www.AsLowAs2995.com](http://www.AsLowAs2995.com)



# Open House <<<

During the course of the listing, **it may be necessary to hold open houses** in order to more easily facilitate to the showing needs of the maximum number of buyers as possible.

We will discuss this with you to create a plan that maximizes your needs and goals.



**Assist 2 Sell HomeWorks Realty**

Phone : 902-446-3113

HRMOffice@assist2sell.com

**Assist 2 Sell**  
www.AsLowAs2995.com

# Pending <<<

When an offer is received and accepted **there is still a lot of work to do until the deal is closed!**

We will continue to market your home until the deal is done in order to maximize your options and protect your interests.



PENDING

View the Property Details, Photos, Map & information here!

Duncan St. Halifax

BEDROOMS: 4 | BATHROOMS: 3 FULL, 1 HA  
LIST PRICE: \$ GET CURRENT PRICE | 4500 SQU

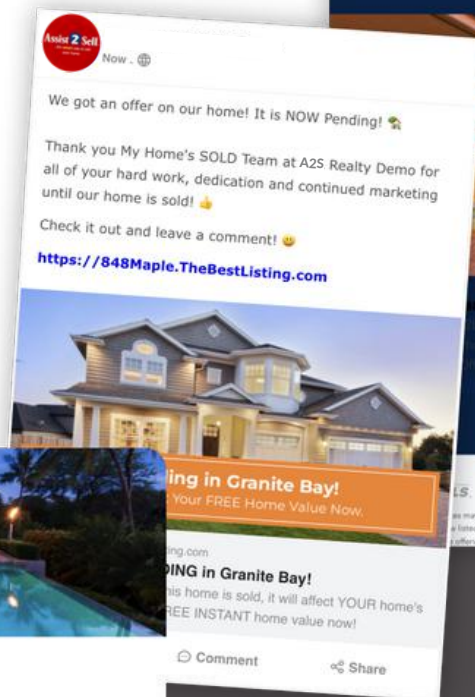
Amazing new home.

Get Your Free Home Value Now!



PENDING

Get price, photos, details and more at:  
[733DuncanStreet.TheBestListing.com](https://733DuncanStreet.TheBestListing.com)  
Or text 97721 to 25678



THIS HOME IS PENDING

Nearby Home Sales Will Be Affected!

Get your updated home market analysis now below! \*

Please Enter Your Property Address

Get Market Analysis

or use your email instead

If you would like to view & receive updates about the property and others like it, please click 'Continue with Facebook' or 'Use email instead'.

Text XXXXX  
To 25678

INFO & PHOTOS. ANYTIME.  
ON YOUR MOBILE PHONE.



Assist 2 Sell HomeWorks Realty

Phone : 902-446-3113

HRMOffice@assist2sell.com

Assist 2 Sell

www.AsLowAs2995.com



# Marketing to Just Sold <<<

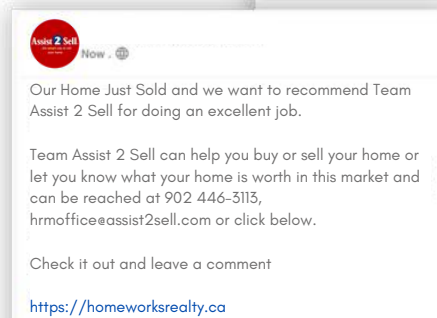
No matter how great the market may or may not be, your home will get sold for top dollar in the shortest amount of time possible.



View the Property Details, Photos, Map & School information here!

**Just SOLD**

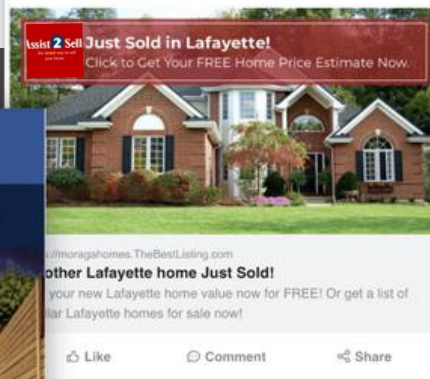
BEDROOMS: 4 | BATHROOMS: 3 FULL, 1 HALF |  
LIST PRICE: \$ GET CURRENT PRICE | 4,680 SQUARE FEET



multiple offers above asking!

Granite Bay School District, this is an open floor plan, updated kitchen for entertaining.

It provides many choices for indoor and outdoor dining room with hardwood floors for intimate dining experiences. The kitchen, with its countertops, provides plenty of space for the family.



**"Full  
Service  
with  
Savings!"**



Visit [1015RileyStreet.TheBestListing.com](https://1015RileyStreet.TheBestListing.com)  
or text 37349 to 25678 for instant access to all photos, details and more!



**Assist 2 Sell HomeWorks Realty**

Phone : 902-446-3113  
[HRMOffice@assist2sell.com](mailto:HRMOffice@assist2sell.com)

**Assist 2 Sell**

[www.AsLowAs2995.com](http://www.AsLowAs2995.com)



# Weekly Traffic Reports

You will receive **weekly traffic** reports that detail our marketing efforts so that you are always up-to-date.



Your Weekly Performance Report for:

## 123 Anywhere St. Halifax NS

Your property has been marketed using the tools below and achieved the following results, bringing your property more exposure and generating more leads for me to talk to, about your property.

### Social Media

We share your listing on different social media platforms including Facebook, Instagram, Twitter, LinkedIn and Pinterest.

Number of Posts

**63**

### Advertising

We use paid advertising to promote your listings on Facebook, Instagram and Google Ads.

Reach

**4,003**

Impressions

**2,542**

Clicks

**58**

### Property Websites

We create a fully dedicated single property website, virtual tour and listing landing page for your listing. Click to see your property's website: <https://15AmbientWayTheBestListing.com>

Visits

**464**

Clicks

**67**

Form Submissions

**191**

# Please check our Client reviews at:



Scan me

<https://homeworksrealty.ca/testimonials>



My clients find these reports valuable in helping them **get more money faster** for their home! Scan the QR code to get your FREE copy

FREE



**A FIRST TIME  
HOME SELLER'S GUIDE**



SCAN THE  
QR CODE

FREE



**5 DANGERS  
OF OVERPRICING**



FREE



**12 MISTAKES TO  
AVOID WHEN YOU'RE  
SELLING YOUR HOME**



SCAN THE  
QR CODE



**Assist 2 Sell HomeWorks Realty**

Phone : 902-446-3113

HRMOffice@assist2sell.com

**Assist 2 Sell**

[www.AsLowAs2995.com](http://www.AsLowAs2995.com)

# The Complete Marketing Plan to Get Your Home Sold

[www.AsLowAs2995.com](http://www.AsLowAs2995.com)

“Full Service  Savings!”<sup>®</sup>



Assist 2 Sell HomeWorks Realty

902-446-3113

HRMOffice@assist2sell.com

[www.AsLowAs2995.com](http://www.AsLowAs2995.com)