



# The Complete Marketing Plan to >>>> Get Your Home Sold



**By Dawn Olson, Realtor. Broker, McColly Real Estate**



**Phone : 815-735-9594  
dawn.olson.realtor@gmail.com**

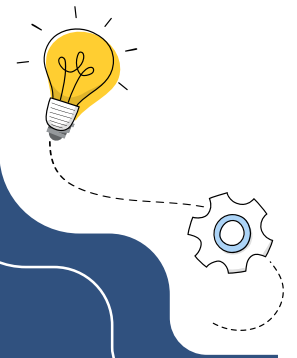
**29 Heritage Dr  
Bourbonnais, IL 60914**



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 home!



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 I 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



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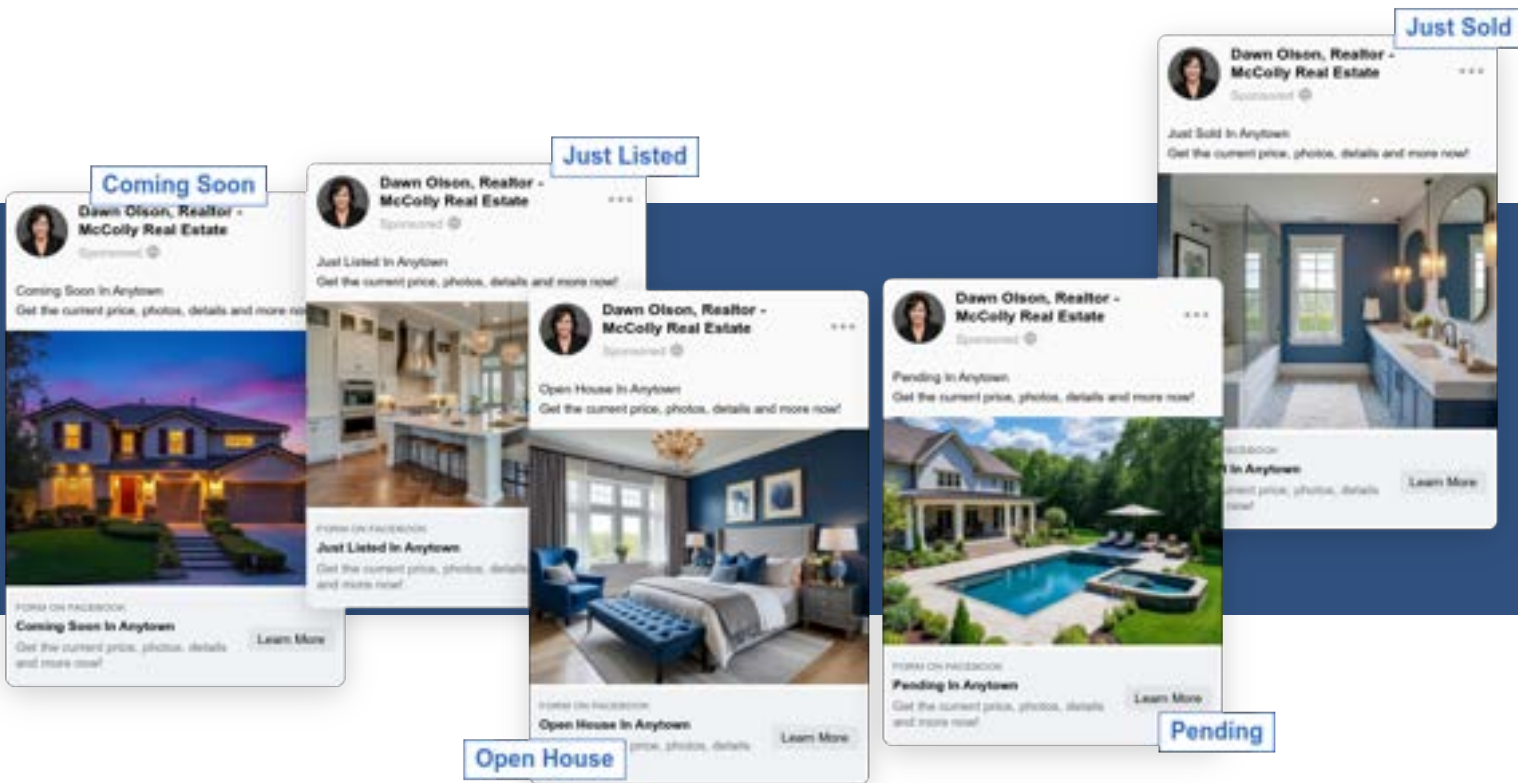


# Paid Advertising on Facebook and Instagram



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 are guaranteed to generate results.



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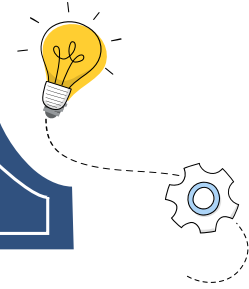
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# Social Media Marketing

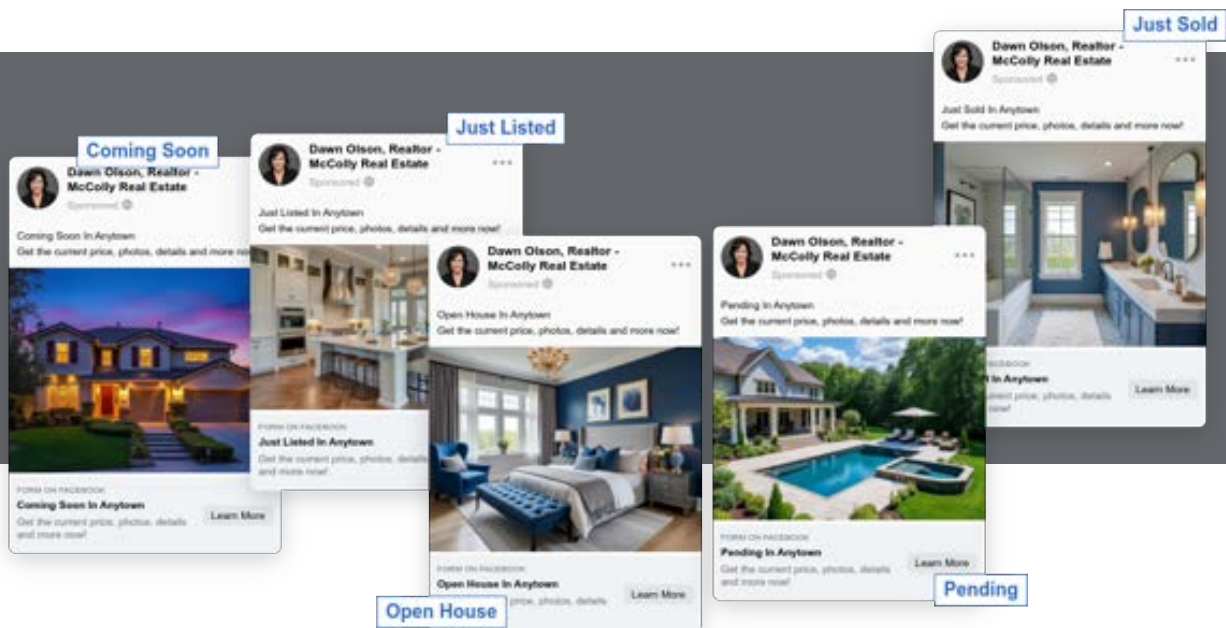


There are 4 billion total social media users across all platforms.



We will create **beautiful social media posts** and share them in our Facebook, Instagram, LinkedIn, X, and Google for your home.

- ✓ 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.



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# YouTube Marketing

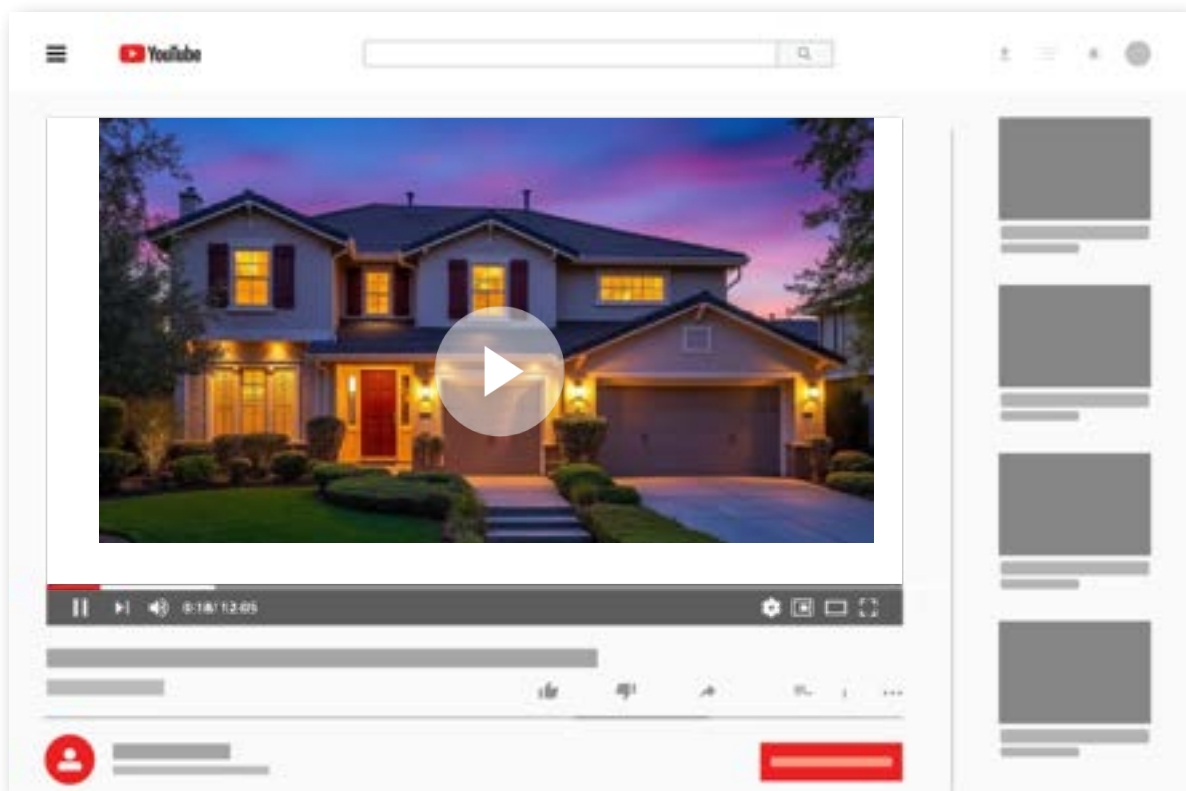


We will create a video for your home and post it to YouTube, where over 122 million people watch 1 billion hours of content every day.



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 in the World.
- ✓ #2 Visited website on the internet.
- ✓ Great SEO for your home.



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# Print Marketing



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



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# Nearby Neighbor 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!**




Did you know that home sales over the last 12 months within 2 miles of your home affect your home's value? If you have any questions about your home's value after you check it out below, feel FREE to ask! Just text, call or email me.

Hello, I hope you are having a great week.

I just wanted to let you know that **123 Main Street, Anytown, IL is For Sale**

You can get more information, price, all photos and more by going to:  
<https://123mainstdawnerik5.TheBestListing.com>




SCAN ME

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


I would like to invite you to get your home's new value for free at:  
[DawnOlson.FreeHomeValues.net](http://DawnOlson.FreeHomeValues.net)

I hope you find this helpful and, as always, I appreciate your referrals and do not hesitate to let me know if you have any questions about anything related to real estate or your home.


*Best Wishes*



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McCOLLY  
Real Estate  
mccolly.com  
Established since 1974



LEADING  
REAL ESTATE  
COMPANIES  
of the world

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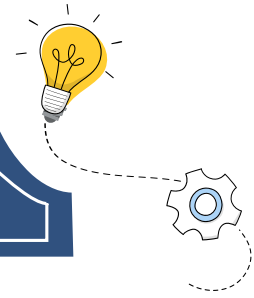
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# Email Marketing



There are 4 billion daily email users.



We will be **sending your home** to our database of buyers, 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.

123 Main Street, Anytown, USA 12345

**FOR SALE**

123 Main Street, Anytown, USA 12345

**Get Your FREE Home Value Estimate**

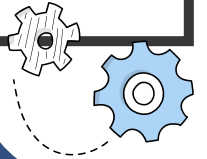


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# Database Marketing to My Contacts



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.



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# 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!



123 Main Street, Anytown, USA 12345

**FOR SALE**

View the Property Details, Photos, Map & School Information [Here!](#)

123 Main Street, Anytown, USA 12345

BEDROOMS: 4 | BATHROOMS: 3 FULL, 1 HALF | LIST PRICE: \$CONTACT FOR PRICE GET CURRENT PRICE | 3000 SQFT

This 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, separate shower, dual sinks, vanity, whirlpool tub, sauna, captivating living room with built-in bookcases, wood floors, entertainment center, fireplace for cold days, surround sound, wet bar, sunny kitchen with dishwasher, bookshelves, breakfast bar, appliances included, double ovens, built-in hutch, built-in bench, breakfast area and custom cabinets.

Do you need to sell before buying a new home?

Scroll down to view my 100+ Point Home Marketing Plan to Get Homes Sold Fast! 🏡

**Get Your Free Home Value Now FREE & INSTANT!**

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[f](#) [x](#) [in](#) [v](#) [ig](#)

[View My Client Reviews NOW!](#)



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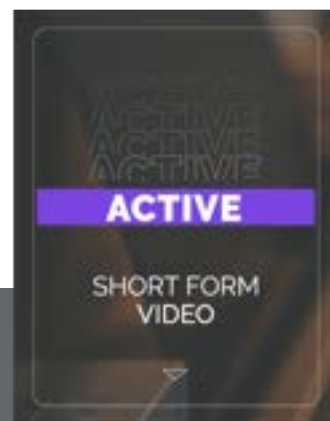
# Short Form Videos



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



We will create **short form videos** for your home with our proven video scripts. Share them on Tiktok, Instagram Reels, and YouTube shorts. This new format is hot and known to generate motivated buyers.



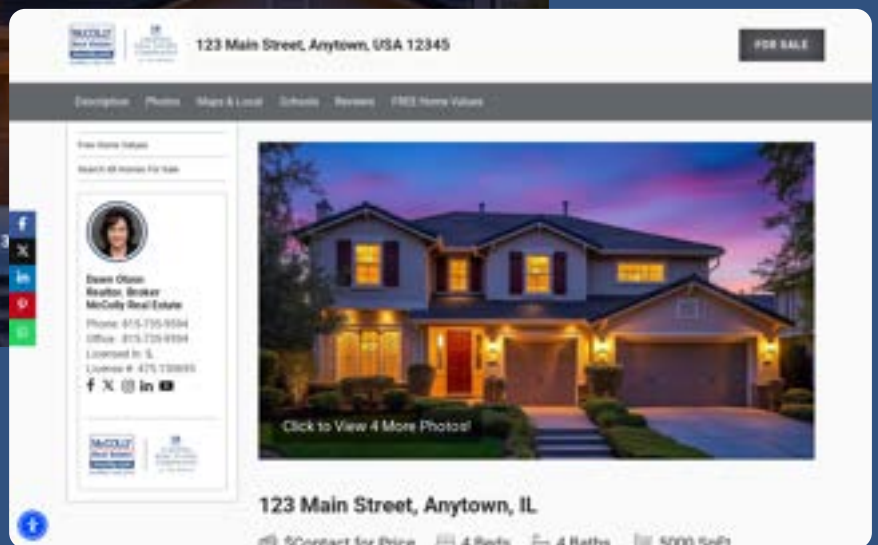
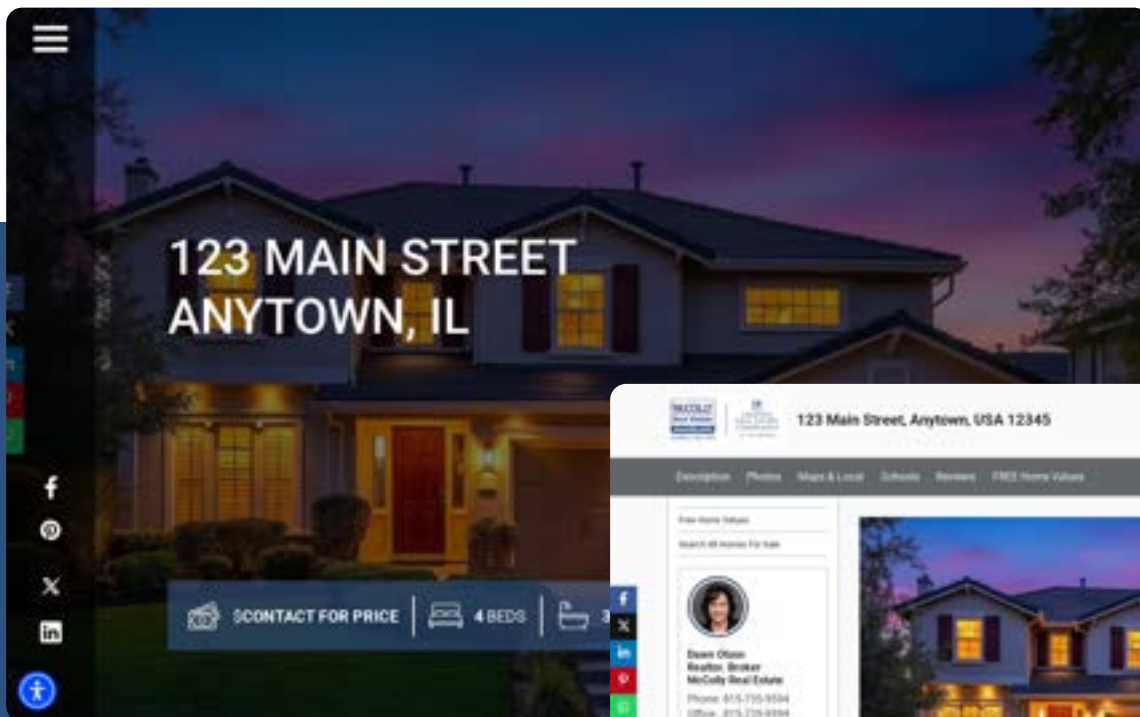
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# Listing Websites & Virtual Tours

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



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# Listing Flyers for Buyers!

Listing flyers with your home's photos and information will include QR Codes, a beautiful custom domain for your home, and more ways for buyers to connect with me about your home.

A custom domain! <https://123mainstdawnerik5.TheBestListing.com>

All the flyers come with:

- ✓ a link to your listing vanity URL
- ✓ Listing photos, and information.
- ✓ QR code and/or text extension.
- ✓ Designed and tested to generate engagement.



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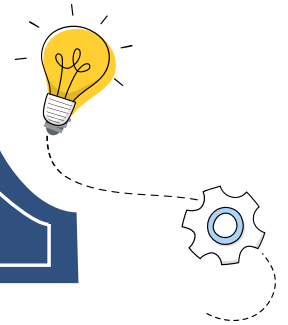
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# Text / IVR & Sign Riders



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**



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# 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



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# QR Codes

Our **QR codes** are designed especially for your home 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.



SCAN THE  
QR CODE



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# Reach & Frequency

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



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# Coming Soon

Get started strong out of the gate with Coming Soon 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!

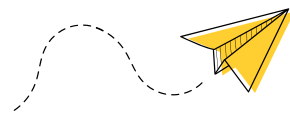
**COMING SOON**  
123 Main Street, Anytown, IL

Get price, photos, details and more at:  
<http://318mainstreet.com/318TheRealEstate.com>

When this home is sold, it will affect your home's value!  
Get your FREE Home Value Estimation Now!

[Download Your Home Value Now](#)

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**123 Main Street, Anytown, USA 12345**  
123 Main Street, Anytown, IL

**COMING SOON**

Contact For Price

4 Beds

3 full, 1 half

\$5000

This home offers a solid 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...

**Need to sell before you buy? Go to [Download Your Home Value Now](#) for your FREE & INSTANT home value estimate!**

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**Coming Soon in Anytown, IL**

Get price, photos, details and more at:  
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When this home is sold, it will affect your home's value!  
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# 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!



**JUST LISTED**  
123 Main Street, Anytown, IL

Get price, photos, details and more at:  
<https://123mainstreetdawnolik5.TheBestListing.com>

When this home is sold,  
it will affect your home's value!  
Get Your FREE Home Value Estimation Now!

[DawnOlson.FreeHomeValues.net](#)

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**JUST LISTED**

Visit <https://123mainstreetdawnolik5.TheBestListing.com>  
for instant access to all photos, details and more!



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# 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.



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# 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.

**FOR SALE** **Contact For Price**

123 Main Street, Anytown, IL




5000 sqft   4 Beds   3 full, 1 half

This home offers a bold dining room with built-in hutch, great chandelier, buffet'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, separate shower...

[Remove all photos, details, school information and more in just 24 hrs!](#)

**Need to sell before you buy? Go to [homesbydawnolson.net](#) for your FREE & INSTANT home value estimate!**

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**Best** Instant Update

**123 Main Street, Anytown, USA 12345**

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

[123 Main Street, Anytown, USA 12345](#)

Or go to:  
<https://123mainstreetamerik5.TheBestListing.com>



When this home is sold,

INFO & PHOTOS. ANYTIME. ON YOUR MOBILE PHONE.

**TEXT XXXXX TO 25678**



Message frequency varies. Powered by StreetViewLabs. Message and data rates may apply.



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# 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.



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# 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.



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# 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 Main Street**

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, X, LinkedIn and Pinterest.

Number of Posts

22

### Advertising

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

# of Ads

24

Reach

121,207

Impressions

166,284

Leads

896

### 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://123mainstidawnerik5.TheBestListing.com>

Visits

1,296

Clicks

749

Form Submissions

124



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[DawnOlson.AmazingClientReviews.com](http://DawnOlson.AmazingClientReviews.com)



Scan me

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

FREE



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

CLICK HERE TO DOWNLOAD NOW!



SCAN THE QR CODE

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**5 DANGERS OF OVERPRICING YOUR HOME FOR SALE**

CLICK HERE TO DOWNLOAD NOW!



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

CLICK HERE TO DOWNLOAD NOW!



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