



MY 35 POINT MARKETING STRATEGY TO SELL YOUR HOME GUARANTEED

- (1) Identifying your home's unique Selling features laying emphasis on lifestyle, Location and history of the neighborhood.
- (2) My Listing price Strategy in today's market is to price to sell at top Dollar starting at 1% to 2% above the fair market price
- (3) I have partnered with a full service concierge APEX™ offering home repairs and improvements upfront you pay at closing
- (4) Staging is Very important, I work with professional interior designers and staging experts who can transform your home
- (5) Professional Photography with VIRTUANCE an industry leader in Real Estate marketing pictures
- (6) 3D Tours ; To standout In today's market, I use matterport to provide a 3D view of your property and it's surroundings.
- (7) Live Video and virtual open house. I organize live virtual open houses regularly esp global virtual open houses for luxury listings
- (8) Aerial photography and videos. I provide HD aerial videos and Drone images for all my Listings
- (9) Impeccable MLS entry method; Most Agent don't detail every aspect of the home or make mistakes when they do I don't.
- (10) I Syndicate your property listing to top real estate websites like Trulia, Zillow and even my competitors websites
- (11) Digital Marketing and advertising; I promote on platforms such as Facebook, Instagram, TikTok, Google and Pinterest.
- (12) Single property website; because marketing your home amongst other listings may seem like a needle in a haystack.
- (13) Retargeting Ad Campaigns; Just like when you visit a page and long after you left, that page follows you around.
- (14) Professional yard signs. With your express permission I can install a yard sign stocked with informational pamphlets
- (15) Call and text capture system; I pre record an Ad message that runs 24/7. Buyers can talk to me or schedule showings
- (16) QR Codes once considered obsolete in marketing are making a major comeback with the smartest agents like myself.
- (17) I commit to Branded directional signs to drive traffic to your property during my open house events.
- (18) Open house; I offer the traditional open house, open house by appointment only and lastly, the virtual open house
- (19) I do Property research to find ways to market and attract buyers like future city planning projects, Nearby zoning use etc
- (20) Neighborhood perks & Amenities; You cannot look at any of my listings without seeing its detailed benefits highlighted .
- (21) Newspaper Ad; I market your listing with the Review-Journal and other local print for greater property exposure
- (22) TV ads; I partner with ADWERX they broadcast your property ads on major TV streaming networks in a targeted area.
- (23) Home magazine; My brokerage adds all my listings in its monthly magazine publication that reaches 1/2 million homes.
- (24) Flyers & door hangers allow me to comb the neighborhood to notify neighbors & the public alike of your home for sale
- (25) JUST LISTED post cards of your property are sent out to my farming area for exposure to potential buyers.
- (26) Personal Marketing and networking is key to me. Consider me more like an ambassador of your property.
- (27) Promoting your listing in my office is huge. I work within a close network of 3000 real estate agents in my brokerage
- (28) Advertising your property to local real estate agents who specialize in sales in that area to find ready qualified buyers
- (29) Marketing your listing to my extensive personal database. I target active buyers and investors who are looking to buy.
- (30) Old fashion door knocking helps me distribute all those fancy professional flyers and door hangers to attract buyers
- (31) Marketing Nationally and Globally for luxury high end homes. There is only so much pool of qualified buyers in town
- (32) Creating digital cinema style videos for your listing. I work with a professional team of videographers and local actors
- (33) Organizing a Broker open. This gives me the opportunity to showcase your home to the top brokers and Agents in town
- (34) A luxury home brochure to make sure your home is professionally presented in exquisite detail is one of my forte.
- (35) Last but definitely not least . I offer the seller a weekly marketing update of all my endeavors to sell their home.

[CONTACT](#)



MARKETING PROPOSAL

Berkshire Hathaway HomeServices Luxury Collection utilizes an elite network of powerful relationships, along with modern, effective tools to bring together buyers and sellers of luxury property. Our experienced, service-oriented professionals combine local expertise with vast global connections, the most advanced technology available and unparalleled marketing resources to deliver our clients best-in-class results.

ELECTRONIC MAIL

Single Property Website
Email blast full color just listed announcements Geo Target Audiences
Top 100 agents in Nevada, Out of Area Luxury Agents & Foreign Agents

SOCIAL MEDIA

Showcased on Social Media Portals: Facebook, Instagram, Twitter & blog
Weekly promotion on Facebook
Utilize Hashtags to create awareness

DIGITAL / MOBILE MARKETING

Adwerx – A custom digital ad will be created and shown to potential homebuyers within a 15-mile radius of the listing on social media, premium websites and mobile apps. It will specifically target Homebuyers looking at listings online.
Buyside- A tool to match a pool of buyers who are actively searching for homes like yours

PERSONAL OUTREACH

Private Broker Preview (Per Seller's Approval)
Networking with Nextwork – Luxury Collection Specialist Nationwide
Sphere of Influence

COMMUNICATIONS

Buyers Market Analysis & Market Watch Reports - Activity reports on who is looking at your property

PRINT & ONLINE

Review Journal
Review Journal showcased listing

The Collection magazine

BerkshireHathawayHS.com

BHHSNV.com

WallStreetJournal.com

MansionGlobal.com

Broker Pro on Top Real Estate websites:

Zillow.com

Trulia.com

See back for more Online syndication

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LUXURY
COLLECTION

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MARKETING PROPOSAL

ONLINE SYNDICATION (CONTINUED)

International marketing is imperative for a home of your value and location. I am proud to share with you how we are marketing your property to a global audience. Below is a list of property portals that we have invested in to make sure the international consumer is able to view your property.

BerkshireHathawayHS.com

International website with over 14.7 million visits to site in the last 12 months. Displayed in 10 languages with 47 currencies and metric conversions.

Zillow & Trulia – Broker Pro

Showcases domestic and international listings in 11 languages from 40 countries attracting more than 200 million visits globally each month.

Listhub Global

Berkshire Hathaway HomeServices has an aggressive strategy for attracting international home buyers to our listings. By distributing your listing information, along with photographs, to a wide array of premier consumer websites around the world, we make sure that we maximize every opportunity to attract qualified buyers. Our listings appear across a network of over 70 publishers, including the leading real estate websites in the U.K., China, and Russia.

WSJ.com

We have an elite membership to display all our listings in the Real Estate section including the European and Asian sites. 35 million+ monthly visitors. Listings are globally searchable. Featured on Wsj.com, Europe.wsj.com, Asia.wsj.com, India.wsj.com, Lat.wsj.com (Latin America), and Cn.wsj.com (Chinese, Japanese and Korean translation).

MansionGlobal.com

Part of Dow Jones. Mansion Global features listings over \$1MM with an audience of international property seekers. Listings are globally searchable and displayed in English, Chinese and Spanish.

Juwai.com

The #1 Chinese property portal with 2.6 million visits each month.

BhhsNV.com

Berkshire Hathaway HomeServices Nevada Properties has over 2,500 Sales Associates located in over 27 offices spanning from California to Nevada and Arizona. Language translation and international currencies.



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