

## Intown Expert Marketing Plan

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Intown Expert Realty | 741 Monroe Dr NE | Atlanta, GA 30308

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

When you choose the Intown Expert for your real estate needs, you will find that we offer a very comprehensive and aggressive exposure for your property. We offer a team approach that provides exceptional customer service to our clients.

Once we have a completed listing agreement, along with professional photos, your property immediately goes live in our local multiple listing service on Tuesdays and Thursdays. This information is accessible to thousands of licensed real estate agents in the Metro Atlanta area. We maximize the number of photos with descriptions, video, and pertinent documents (survey, disclosures, etc.) to ensure your listing is presented in the most compressive light.

Our client concierge, Lucy Gimble, will introduce herself upon listing and she will ensure all details are handled on the listing entry as well as throughout the contract to close process.

- We have premium advertising subscriptions with the major listing aggregators - zillow.com, realtor.com, and trulia.com and your property will be maximized and enhanced for exposure and viewing.
- Our listings are syndicated through List Hub and are featured on hundreds of top real estate websites.
- Our personal website highlighting the lifestyle Atlanta's core intown neighborhoods
- We provide immediate feedback through showingsuite.com directly to your email.
- Any listing changes will be emailed to the agents that have preciously showed your property.
- Bi-monthly marketing statistics with agent feedback directly to your email.
- Personalized color flyer for your home
- Unique property website to feature your property
- Professional photography
- 3-d floorpan digital walkthrough for listing over \$500,000
- Email a listing announcement to our top Atlanta agent database.
- Social media exposure - Intown Expert has an active social media presence and strategy and will market on sites like Facebook, Instagram, Linked In, Pinetrest, Youtube.
- We have created a private Facebook group of the top 35 Intown agents and use this group to share properties and needs for buyers. We will premarket your property to this group prior to it going on the market
- Use of FMLS reverse prospecting to reach agents who may have buyers interested in your home
- Hold open house on Sunday and advertise on zillow.com, realtor.com, georgiaopenhouses.com, epropertiesites.com, trulia.com and various other avenues of marketing when applicable
- Hold agent caravan on Tuesday and offer incentives such as catered luncheon and/or cash incentives
- Yard sign, personalized website rider (if applicable) will be placed on your property if allowed
- We employ assistants for our agents to ensure every detail is handled in a timely and professional manner.