ERA REAL ESTATE GRIZZARD REAL ESTATE

SELLER REPRESENTATION | CENTRAL FLORIDA

Listing Marketing Plan

A Strategic Approach to Maximizing Your Home's Exposure

Your home's story deserves a deliberate launch.



A clear, coordinated campaign that presents your property professionally, reaches qualified buyers and Realtors, and keeps you informed from day one.

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Build the right first impression.

Selling your home requires more than simply placing it on the MLS.

My goal is to create a comprehensive marketing campaign that presents your property professionally, generates maximum exposure, reaches qualified buyers and Realtors, and keeps you informed throughout the process.

1

Professional Photography & Video

Before your property goes live, I will coordinate professional photography and high-quality video to showcase your home at its very best. The listing will be scheduled to go active approximately one week after photography is completed. This allows time to prepare the marketing materials, finalize the online presentation, and ensure everything is ready for a strong launch.

2

Strategic Online Marketing

Once the property is active, it will be promoted across multiple digital platforms, including:

- YouTube
- Facebook
- Instagram
- X (Twitter)
- Major online real estate platforms

The objective is to put your property in front of as many qualified buyers as possible while creating a consistent, professional presentation across all channels.

3

Open Houses

Beginning during the second week after the listing goes active, I will conduct open houses when appropriate for the property and market conditions. Open houses provide an additional opportunity to generate buyer traffic, create urgency, gather feedback, and increase the property's visibility within the local market.

Marketing plan subject to property, market conditions, and applicable brokerage policies.

Keep the listing in motion.

A strong launch matters. So does the steady communication and market awareness that follow it. These touchpoints help you understand what is happening while your home is on the market.

4

Seller Activity Updates

Communication is an important part of my service. You will receive bi-weekly property activity updates covering important marketing and sales activity, including buyer interest, showing activity, feedback, and relevant market developments. This ensures you always understand how your property is performing.

5

Market Watch Email

Approximately three days after the listing becomes active, I will set you up with a Market Watch email. This allows you to monitor activity in the market and see how other properties are performing across major real estate platforms. The goal is to give you greater visibility into the competitive landscape while your home is on the market.

6

Facebook Advertising & Social Media Promotion

Facebook marketing will be activated the same day your property goes live. Your listing will be presented with professional imagery and compelling property information designed to generate attention and encourage potential buyers to learn more or schedule a showing. Additional social media promotion will be coordinated throughout the listing period to maintain visibility.

Marketing plan subject to property, market conditions, and applicable brokerage policies.

Put the property in the room.

Digital visibility works best when it is paired with personal outreach and physical materials buyers can take with them.

7

Local Realtor Outreach

During the 2 weeks on the market, I will personally reach out to local Realtors who have recently sold properties in the surrounding area. This direct outreach is designed to introduce your property to local agents, highlight the home's key features, encourage agent showings, increase awareness among Realtors representing active buyers, and generate valuable market feedback.

8

Professional Property Flyers

Professional property flyers will be created and placed at the property for visitors and prospective buyers. These materials will provide an easy way for buyers to remember the home, review its key features, and have the information available after they leave.

Why Brian Smith

Local perspective. Construction knowledge. Service that stays personal.

Central Florida roots

A fifth-generation Floridian with deep local expertise and a practical understanding of the communities he serves.

Under-the-hood perspective

More than a decade of construction knowledge helps bring attention to detail to the way a home is prepared and presented.

Steady client care

Clear communication and thoughtful guidance, including support for veterans and seniors navigating important transitions.

Marketing plan subject to property, market conditions, and applicable brokerage policies.

Keep the strategy working.

The best marketing keeps learning. It turns property details into a lifestyle story, then uses market response to refine the path forward.

9

Digital Property & Community Magazine

I will create a digital magazine specifically for your property featuring information about the home, its standout features, lifestyle benefits, and the surrounding community. This provides buyers with more than just a listing—it gives them an opportunity to envision what it would be like to live in the home and become part of the community.

10

Ongoing Marketing & Strategy

Marketing does not stop once the property goes live. I will continuously monitor the property's activity, buyer response, showing feedback, and current market conditions. Based on that information, we can adjust the marketing strategy when necessary to keep the property competitive and positioned for the best possible result.

Your Property. Professionally Marketed.

My goal is to give your home the exposure, presentation, and attention it deserves while providing you with clear communication throughout the selling process. From professional photography and digital marketing to Realtor outreach, open houses, printed materials, and ongoing market analysis, every component of the campaign is designed to help attract qualified buyers and move your property toward a successful sale.

Marketing plan subject to property, market conditions, and applicable brokerage policies.

What Our Customers and Other Realtors Are Saying

Trust is built in the details: preparation, communication, and the follow-through that keeps a transaction moving.

"

Brian assisted us in buying our house, and when it came time to sell, he was fully committed to securing the best price for us. Thanks to his advice on preparing the house, we received an offer on the very first day of showings, which we happily accepted. He also helped us address some necessary issues and ensured that the deal went smoothly. We are extremely grateful for his support throughout the process. He kept us informed every step of the way, and we cannot recommend him highly enough.

Douglas

★★★★★

"

It was a great experience working with Brian! He is very knowledgeable and trustworthy, especially in this ever-changing market. I highly recommend his services!

Jim

★★★★★

"

Brian exceeded expectations during the sale of our house. He was consistent, thorough, and an excellent communicator.

Eric

★★★★★

"

I can't recommend Brian Smith highly enough. I hired him to sell my parents' home, and his professionalism and marketing skills have been exceptional. He guided us through every step of the process, making it much easier than we expected. If you need a real estate agent to buy or sell a home, I would definitely suggest working with him.

Todd

★★★★★

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LET'S GET TO WORK

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