

# MARKETING STRATEGY



# MARKETING STRATEGY:

## PRE-LISTING (1-10 Days)

- PRICING STRATEGY  
Analysis of market trends and comparable properties
- PROFESSIONAL PHOTOGRAPHY, VIDEOGRAPHY  
Drone photos/videos
- PROFESSIONAL STAGING (IF NEEDED)
- PROFESSIONAL CLEANING AND WINDOW SERVICE (IF NEEDED)
- PRE-INSPECTION REPORT
- DIGITAL FLOOR PLANS
- MLS  
Coming Soon Listing
- PREPARE PRINT AND DIGITAL MARKET PLANS
- COMING SOON MAILERS
- PROPERTY PREPARATION FOR SHOWINGS



PROFESSIONAL PHOTOGRAPHY

## MLS LAUNCH (1-2 Days)

- LIVE IN MLS AND MLS SYNDICATION
- PLACE SIGNAGE
- EXCLUSIVE LOCAL NEIGHBOR OPEN HOUSE EVENT



PROFESSIONAL STAGING



SIGNAGE



DIGIAL FLOORPLAN

## MARKETING (Daily and Weekly)

- DIRECT MAILERS
- SOCIAL MEDIA ADVERTISEMENTS
- EMAIL CAMPAIGNS

## PER APPT

- BROKER EVENTS/PREVIEW
- OPEN HOUSES TO PUBLIC
- SHOWINGS

## MARKETING (Weekly)

- PRICING ANALYSIS REVIEW
- BUYER FEEDBACK
- MARKET REVIEWS



OPEN HOUSE / SHOWINGS



6456 S Land Park Drive

**JUST SOLD**

**PRESTIGE**  
REAL ESTATE GROUP  
*Signature Properties*



**PRESTIGE**  
REAL ESTATE GROUP  
*Signature Properties*

JUST LISTED

6456 S Land Park Drive

SOCIAL MEDIA



**PRESTIGE**  
REAL ESTATE GROUP  
*Signature Properties*

**OPEN HOUSE**  
1.00-3.00 PM

**YOU'RE INVITED!**  
**Broker Open House**

Thursday, May 26  
1:00 PM - 3:30 PM

**OFFERED AT \$1,790,000**

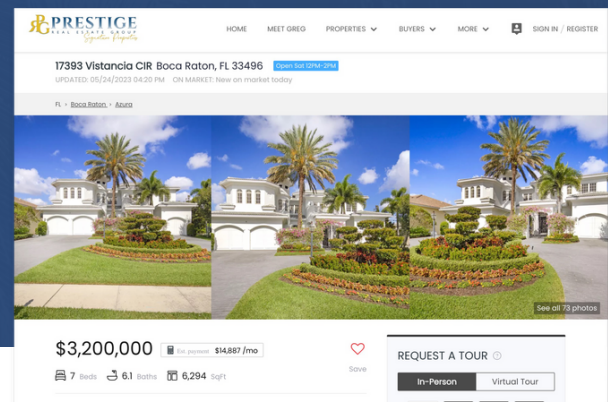


## INCLUDED IN ALL LISTINGS

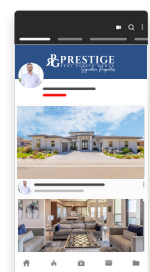
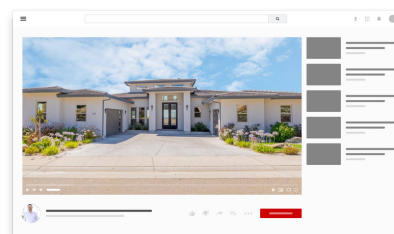
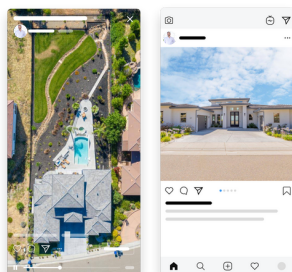
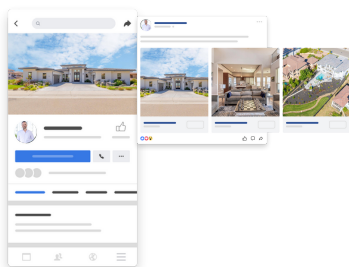
- PRE-INSPECTION REPORT
- PROFESSIONAL PHOTOGRAPHY/VIDEOGRAPHY/DRONE
- PROFESSIONAL STAGING (IF NEEDED)
- WINDOW CLEANING SERVICE (IF NEEDED)
- HOUSE CLEANING SERVICES (IF NEEDED)
- YARD CLEAN UP (IF NEEDED)
- PROPERTY WEBSITE
- FACEBOOK, INSTAGRAM, TIKTOK, YOUTUBE SOCIAL MEDIA CAMPAIGNS
- MOBILE ADVERTISEMENT CAMPAIGN
- PROPERTY VIDEO/MOVIE
- MATTERPORT VIRTUAL WALKTHROUGH/HOME TOUR
- PROPERTY EBLAST TO LUXURY AGENTS



MOBILE ADVERTISEMENT CAMPAIGN

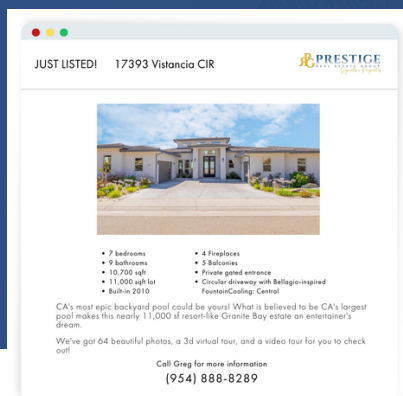


PROPERTY WEBSITE



SOCIAL MEDIA CAMPAIGNS

- DIRECT MAILERS
- PROPERTY FLYERS
- PROPERTY FEATURES IN PERIODICALS
- PROFESSIONALLY WRITTEN PRESS RELEASE
- PROFESSIONALLY WRITTEN MLS PROPERTY DESCRIPTION
- PROPERTY BROCHURES UP TO 8 PAGES (PRINT AND DIGITAL)
- OPEN HOUSES - DAYTIME/EVENING
- WEEKLY LISTING REPORTS
- MLS WEBSITE SYNDICATION TO 50+ WEBSITES
- INTERNATIONAL EXPOSURE
- MATTERPORT VIRTUAL WALKTHROUGH/HOME TOUR
- PROPERTY EBLAST TO LUXURY AGENTS



EMAIL BLAST

10,817 PEOPLE REACHED    57 PROPERTY INQUIRIES    2,996 WEBSITE DISPLAYS    10 SHOWINGS



LISTING REPORTS



MLS WEBSITE SYNDICATION

# TESTIMONIALS:

“Mr. Marchese sold out house in less than a week, after it had been on the market for 90 days with another salesperson. He pays a lot of attention to detail and has a wonderful work ethic. I would not only recommend him to sell your home, but to list it as well.”

**-Laura Cugno**

“I recommend Greg Marchese in Fort Lauderdale FL, very professional, with knowledge and helped me a lot during the whole process and even after the closing . Fast in answering e mails and phone calls, and reliable.”

**-Patrick Guimaraes**

“We worked with Greg on the purchase of our short sale condo. Greg, is knowledgeable about not only the area but the short sale process as well, it was truly great working with him.”

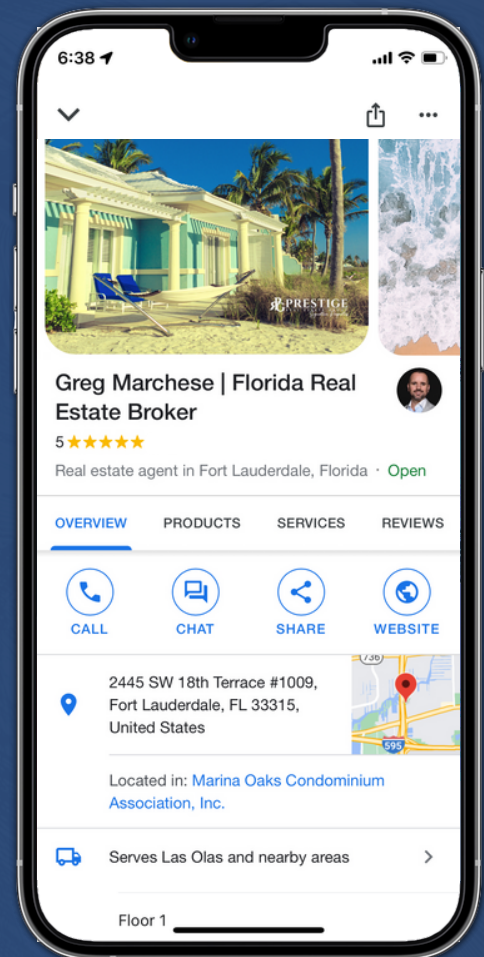
**-Elle Kincade**

“Greg, was a pleasure to work with. Made finding our new home a complete breeze. Had no issues or set backs of any kind and found exactly what we wanted which was a home for our huge family. I have had issues before with prior Realtors and greg put all that to bed. We're now looking to purchase another home and Greg is our guy! Thanks for the great job.”

**-Diana**

“I've known Greg now for over 3 years and have closed numerous deals with him. He knows his business and is an honest hard working Broker. We have now purchased more than 6 properties in 2 states (FL & NY) with never a problem we did not resolve. I highly recommend Greg's services.”

**-Victor Rodriguez**





## GREG MARCHESE

REALTOR | LIC# 3235460

Greg has lived in the Fort Lauderdale area since 2009 and has been in the real estate industry since 2006. Not only is he very knowledgeable about the local South Florida real estate market, but he always maintains a great working relationship with all of his past and present clients. He utilizes the most up-to-date technology to help streamline both the home-buying and home-selling processes. From start to finish, he strives to be not only the most effective agent but also the most efficient one in how he handles every transaction, whether buying a home in Broward County, selling a home, or both.

SCAN THE QR CODE  
TO SEE THE LATEST LUXURY MARKET  
REPORT FOR BROWARD, PALM BEACH,  
AND MIAMI-DADE COUNTIES



(954) 888-8289

Greg@PrestigeSignature.com

www.GregMarchese.com

4979 SW 93rd Ave  
Cooper City, FL 33328

**PRESTIGE**  
REAL ESTATE GROUP  
*Signature Properties*