

SPOTLIGHT MARKETING PLAN

In today's competitive real estate market, the key to success is differentiation – doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of outstanding real estate service.

We are proud to deliver exceptional property marketing that is designed to attract attention, showcase your property's distinctive qualities and help your home sell quickly and for the best price. From professional photography to a single-property website, brochure, direct mail and TV promotion, we ensure that your property is uniquely positioned to sell.



Professional Photography
36 professional photos perfect for print and online to make your property look its very best



Print Advertising
Eye-catching property advertisement in one of the region's prime print publications



Targeted Online Advertising
Geographic targeting technology markets your property directly to local buyers online and on social media



Single-Property Website
Professionally designed property website that is viewable on all devices and easily shared via social media



TV and Online Promotion
Professionally produced spot featured on Coldwell Banker's® TV show, *At Home in New England*, on MyTV38 in Boston Sundays at noon and posted on Coldwell Banker's regional YouTube™ channel



Area REALTOR® Notification
Agents at local real estate companies in your area will be notified that your home has come on the market



Just Listed eFlyer
"Just Listed" announcement eBlast sent to an exclusive list of personal and professional contacts



Property Brochures
Beautiful, professionally printed property brochures to showcase your home



Online Property Syndication
Your home will be displayed on hundreds of websites, including the most-visited real estate websites in the world



Property Tour
Professionally produced photo slideshow with narration



Neighborhood Announcement
Stunning, oversized "Just Listed" postcards direct mailed to your neighborhood



Seller Update
Detailed report outlining everything that has been done to bring your home to market and maximize its exposure