

## Pre-Launch

The pre-launch is perhaps the most important part of my entire strategy for selling your home in the most efficient way possible while bringing you the best price the market has to bear for your home. With the right pre-launch steps, you can get ahead of the syndicate sites like Zillow and Trulia, and drive internet interest to your own sites, preserving the value of your home. To do this, it only takes a two day head start. The amount of work accomplished, however, in those two short days, can add thousands to your sales price and get you well ahead of the game. Our pre-launch strategy involves the following steps:

- set up web page with direct information about the listing
- set up a “coming soon” ad campaign on FB
- set up an Open House FB event for a pre-determined day and time for the Open House, usually three weeks after listing.
- send email to all agents in the office with details about the listing
- send email blast to my “First to Know” list
- Post ad on Craigslist (optional)
- Create Pinterest board
- Start the Instagram campaign
- Begin Twitter Campaign
- Publish Video Tour
- Create real estate marketing flyer to be placed in the home

## Week 1

- Put home in MLS  
announce property to all agents in the market area with a highly informative email blast
- Just Listed campaign on my personal FB profile
- Just Listed campaign on my business FB profile
- Just Listed campaign on Origen Realty FB profile
- Cross promotion on more than a dozen other FB profiles
- Just Listed campaign on Twitter
- Just Listed campaign on Instagram
- Create electronic flyer for seller to email to friends, family, associates and to use in their own social media circles
- Begin a FB PPC campaign targeted specifically to the home’s true market

## Week 2

- Evaluate the campaigns from the week before and make any modifications necessary to increase the reach of the campaign
- Publish Open House flyer for home
- Publish Open House PDF for electronic distribution to seller’s friends, family, neighbors, etc.
- Begin campaigning for the FB Open House Event
- Email all agents in the market area about the Open House

## Week 3

- Hold Open House

Re-evaluate pricing and market strategy and make adjustments where needed. Consider a price adjustment or an adjustment in market area and target.