

# Marketing Plan:

*Social Media*

**How Does Our Social Media Work For You?**

*MLS Presence*

**NSB is an island, but your exposure, widespread.**

*Negotiation*

**Defining a Successful Transaction...**

*Email Marketing*

**Reaching those that love it here..**

*Photography*

**Showcasing your property!**



# Marketing Plan: Social Media

## How Does Our Social Media Work For You?

- New Listing Post- Let the public know its listed and advertise the first open house!
- Broker's Open Post- Gives a little insight to the interest from the professionals in your community
- Monthly Content Shoot in your unit- A special post that comments on highlights of your unit
- Reels and Stories about your space that are ongoing and on trend!



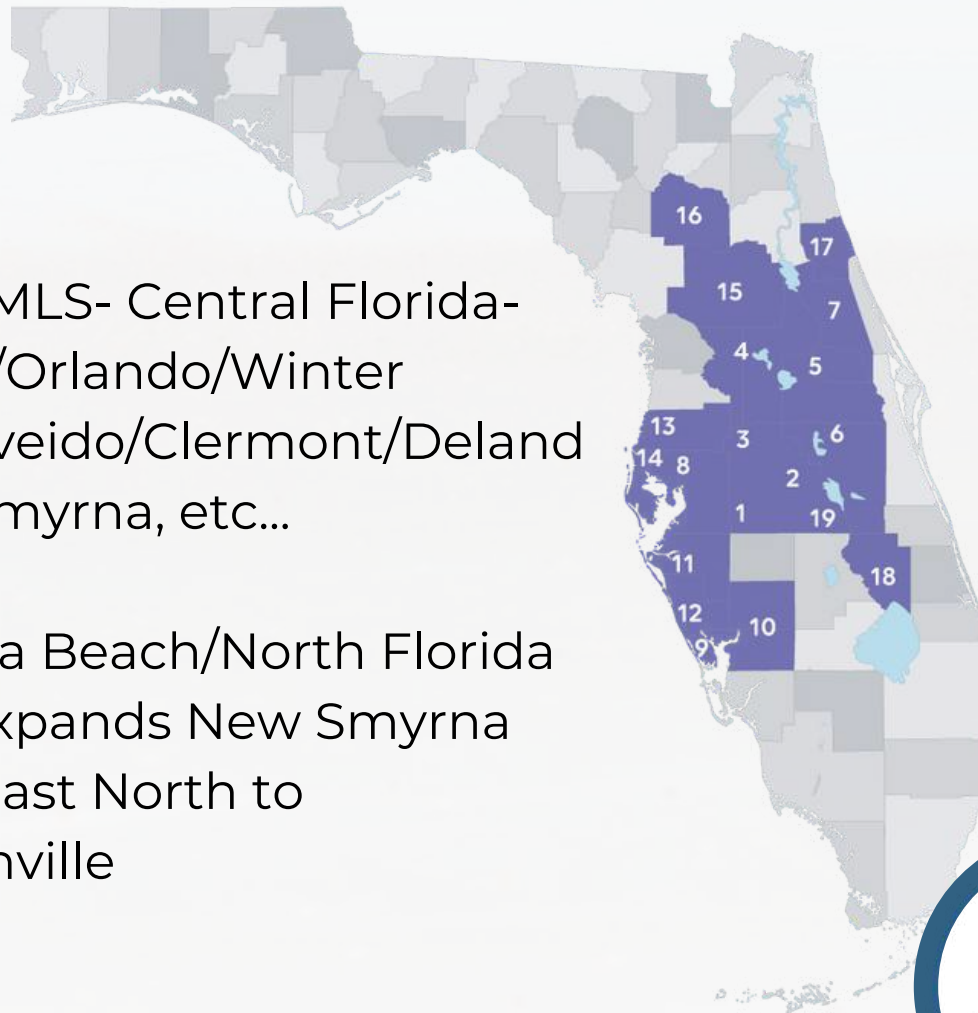
## Marketing Plan:

# MLS Presence

**NSB is an island, but your exposure, widespread.**

We are members of 2 separate MLS boards which means we advertise to agents in the MANY local areas that feed into our market...

- Stellar MLS- Central Florida- Tampa/Orlando/Winter Park/Oveido/Clermont/Deland /New Smyrna, etc...
- Daytona Beach/North Florida MLS- Expands New Smyrna East Coast North to Jacksonville



## Marketing Plan:

# Negotiation

## Defining a Successful Transaction...

We all want to get the best price for our property so how do we do that? Here's a few things that help us get there..

- Know your market inside and out- We can speak to the selling points of your listing with ease.
- Situation- Know the situation of the Buyers.. Offers are not meaningful on their own.. they always come with a story. We aim to know it well so we can check the needs of the Buyer while maintaining the right price for the Seller.
- Motivation- Whether its a particular closing date, a furnished place, or wall color, we will know what it is so we can know how to work with it.
- Know your Contract- We know our contracts and the implications of each section so we can easily set them up for success upfront.
- Know your Audience- We respect and highly regard ALL parties to the transaction. Our team works hard to ensure that all are working toward the same common goal... Closing!

A successful transaction should end with the Buyer and Seller being able to walk away from a closing table feeling great while still able to look each other in the eye. We work for you the right way and it feels good to all to do good business.



# Marketing Plan: Email Marketing

**Reaching those that love it here..**



NSB Realty Team is one of the few brokerages in town that has a past guest email marketing campaign. How is this possible? Because we have a vacation rental program of 100+ vacation rentals right here in NSB.

Which also means we have a database of 1000's of past guests that have come to NSB year after year to enjoy their "Happy Place"

Our past guests beg us to keep them informed of upcoming properties that hit the market and of course we oblige! Your listing will be sent to all that want to be in the know and more!



Marketing Plan:

# Professional Photography

**Showcasing your property!**

Did you know that 95% of Buyers are first look at listings online?

Yes they do, and if photographs are worth a thousand words, then we want our listings to write novels in our Buyer's heads. Its our job to showcase your property in its very best light!

We'll hire our vetted professional photographer for the following:

- Professional quality photos
- Film a Walk Through Video
- Drone Footage of the property
- Show Off your Listing

