

MARKETING PLAN

CHISSELLEVEGA.COM

Presented by

CHISSELLE VEGA

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Thank You!

Thank you for taking the time to review this plan. I have sent you these materials in advance of our meeting so that you will know a little more about me, my team, our services, and the benefits they will bring to you.

Please understand, I take my business very seriously, and I'm passionate about what I do. My goal is to have you walk away trusting me and my team as your go-to Real Estate Professionals for life. As other agents grow frustrated with the surge of technology, I embrace it, educate myself regularly and implement what I learn. As a team, we thrive on providing a level of service to our clients where, unfortunately, many other agents fail.

I run my business like a business, not a part-time hobby. It's a full-time career. I dedicate 100% of my time and energy to ensuring that I am thoroughly knowledgeable not only in Real Estate and the current market changes, but also in recognizing new innovations, technology, and digital marketing trends.



Selling your home is one of the largest financial decisions that you will ever make. Please let me assure you that while selling your home, your personal and financial interests are my main objective. My goal is to make the sale of your home as seamless as possible.

I look forward to working with you,

Chiselle Vega

Meet The Team



CHISELLE VEGA
OWNER & REALTOR®

Chiselle is a long time real estate agent originally from Northern California with a Bachelor's in Business Management. She took a break from the industry to work in the tech space and travel around the world building out sales environments for multi-billion dollar organizations. She missed real estate and chose to come back to the industry. Now she uses those systems in her own business. She loves being able to help others achieve their real estate goals. When she's not doing real estate things, you can find her hiking, hanging out with her Senior rescue pup, or running around, literally, as she prepares for her next half marathon.

CHISELLE VEGA REAL ESTATE



LAUREN NOACK
TRANSACTION COORDINATOR

Lauren is a loving mother of two and a super detail-oriented person. She is the second pair of eyes making sure we meet our deadlines, dot our "i"'s, and cross our "t"'s throughout the process so that we reduce any risk.



KRISTA MASHORE
COACH & DIGITAL MARKETER

Krista is the recipient of FIVE prestigious Two Comma-Club Awards, and featured in Forbes, NBC, Inman News, Fox, The Wall Street Journal, Realty Times, and so many more! She offers an innovative approach to how agents can gain a massive digital footprint.

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Easy Exit Listing Agreement

Take the risk and fear out of listing your home!



No Penalty



No Extra Fees



No Hassle

Because a number of the homes we sell were previously listed with another agent, we often hear stories of consumers who were frustrated with the other agent. Often the other agent tried to hold their feet to the fire with a listing agreement that can't be cancelled or large cancellation fees you would have to pay. We wouldn't want to put any of our clients through that experience. When you are ready to sell your home make sure the REALTOR® you hire offers an Easy Exit Listing Agreement.



Getting Your Home Prepped and Ready to Hit the Market

Creating the marketing hype for your home –

Our job is to make sure that your home is ready and presented in a manner that will create “hype” around your home. The more we do prior to putting your home on the market, the more likely you are to receive top dollar for your property.

This will also ensure we know and take care of any issues that can become problematic during the escrow process. Being aware of any potential issue that could possibly affect your bottom line is essential so that there are no “surprises” down the road.

We have a comprehensive list of specialists, tradesmen, and subcontractors that we or our clients have used in the past. They can do anything and everything for you to help this process be as seamless as possible (any work done will be an additional cost).

We provide an optional staging consultation to ensure your property is shown to the absolute best of its ability to help you end up with more offers, better terms and a higher price for your home!



We provide an all-inclusive service to help organize and maintain any project you need including but not limited to; staging, window cleaning, gardener, painter, handyman, landscaper, specialized tradesmen, electrician, termite inspector, home inspector, and much more!

CHISELLE VEGA REAL ESTATE'S

Comprehensive Marketing Plan

A Comprehensive Marketing Plan has several different elements. In the following pages we will break them down and take a deeper dive into each aspect of the plan.

 **CLIENT CARE & COMMUNICATION**

We'll be your partner as we work together to get you the best price in a timely fashion. While we market your home, we know you want to be informed and involved. We will outline our system for metrics and communicating our marketing performance.

 **HIGH-QUALITY MARKETING MATERIALS**

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide top of the line digital and physical assets.

 **TAPPING INTO THE POWER OF SOCIAL MEDIA**

Using our process, we get thousands of hits and shares per month. Your home will be exposed to a broad—yet targeted—audience.

 **ENGAGING THE REAL ESTATE COMMUNITY**

Through our massive online and social media campaigns, we access thousands of buyers directly. But we also take pains to engage the real estate community.

 **TRADITIONAL MARKETING ON STEROIDS**

Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective.

"We go the extra mile to get the best price for your home! Our services set us apart from other Realty companies."

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Client Care and Communication

As your partner, we offer our expertise to help you make good decisions about the sale of your home and avoid costly mistakes. It starts with making sure your home is presented to its best advantage:

- 360 Degree Picture Virtual Walk Through of the home
- Floor Plans and measurements both inside and outside
- In-depth analysis and expert advice on pricing strategy for optimal results
- Free consultation with Home Designer / Stager
- Professional staging services available as needed to attract buyers (optional full staging available at extra charge)
- Expert Digital Marketing to maximize online presence
- Checklist of recommended changes to your home to ensure optimal pricing
- List of reputable vendors for any work required
- Meeting to identify your home's upgrades and features that you as the homeowner find important
- Synced lockbox to track showings and elicit feedback the next business day, which is then sent to you to keep you in the loop

While we market your home, we know you want to be informed and involved. To keep communications flowing, we'll:

- Send a report on our marketing efforts and results twice per week
- Inform you of any market changes, mortgage rate fluctuations, sales trends, absorption rate, or any other factors that may affect the value or marketability of your home
- Provide you marketing materials to share with your neighbors, connections, and on your personal Facebook page and other social media sources (Twitter, LinkedIn, Instagram, etc.)

High-Quality Marketing Materials

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide:

- Professional photographer to capture the most flattering interior and exterior images
- Professional videography to create a high definition 2 to 4-minute virtual property tour with a description of your home
- A high quality, full-color four-page brochure featuring your home
- An individual property website includes:
 - Printable Brochures
 - Photo Gallery
 - Virtual Tour
 - Property Map
 - Reports for out-of-town buyers showing nearby amenities, school scores and distance, community information, city demographics, and a “contact me” button
- Appealing lawn sign with QR code and a customized texting feature directed to your home’s website
- Search engine optimization (SEO) of all marketing materials for maximum online exposure
- All materials will be mobile compatible (91% of buyers use cell phones in their home search)
- Online mortgage calculator to help buyers decide if they can afford to purchase your property (website and mobile app)





Tapping the Power of Social Media and the Internet

A 2019 NAR report stated that over 90% of buyers find their new home online—and about 80% are using their mobile devices to search. Many agents do not understand how to use these platforms effectively. Using our process, we get thousands of hits and shares per month, and your home will be exposed to a broad—yet targeted—audience by:

- Pre-market information to potential buyers currently searching with Coming Soon campaign
- Virtual property tour added to our YouTube channel with description crafted to enhance search engine optimization (SEO)
- Boost Target Market paid advertisement on social media featuring the property tour video which generates tens of thousands of views, comments, likes, and shares
- Creating cookies on the backend of the marketing to capture the target audience
- Online syndication that includes Realtor.com, Zillow, Trulia, Facebook, YouTube, Craigslist, ChiselleVega, Oodle, HotPad, and Backpages, with weekly posts and updates to keep your home in top spots
- Paid listing enhancements to keep your property in prime position on these sites
- Back end access to major real estate sites to create unique, attractive postings that are more accurate than MLS information
- Weekly Facebook Ad campaign exclusively to people who are categorized with an “Interested in Moving” residential profile per Facebook analytics
- Instagram posts about your home to reach the Millennial and Gen Y market
- Contests and giveaways on social media promoting your home’s virtual tour
- Virtual tour and photos on www.ChiselleVegaRealEstate.com with a description written to enhance search engine optimization
- Constant analysis of online traffic data to tweak your campaign to increase traffic and conversion rates
- Craigslist ads posted locally and out of the area twice per week.
- Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email
- Target market potential buyers to determine who is the most likely buyer willing to pay the highest price both locally and out of the area.

Engaging the Real Estate Community

Through our massive online and social media campaigns, we access thousands of buyers directly. But we also take pains to engage the real estate community.

- Cooperate with all Real Estate companies in Orange County and surrounding counties using multiple MLS services
- E-flyers sent to local and out of area agents with Barcode feature that brings them directly to your home's website
- Promote your property directly to the top 100 Realtors in all surrounding counties
- Contact preferred lenders for any prospective buyers in their network
- Email "Just Listed" e-flyer with links to your home's website to thousands of local affiliates and partners in our database
- Contact agents to request feedback after home is shown, which we then forward to you



- Perform a reverse prospecting search to identify prospective buyers in MLS



Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective. In our campaign, we also:

- Send direct mail and email flyers about your home to our database of clients
- Contact Homes by Chiselle leads, centers of influence, i.e. family, friends, community leaders, and past clients for potential buyers
- Mass mail an 8 ½ x 11 colored glossy "Coming Soon" postcard to people in your specific neighborhood
- Hand deliver high quality, 4-page colored brochures to your immediate neighbors with a "Pick Your Neighbor" letter attached and text feature
- 4-page colored brochures featuring your home's highlights
- Mass mail "Just Listed" cards to your neighborhood and target areas

Traditional Marketing on Steroids



Behind the Scenes

While all this activity is happening, we're also working behind the scenes to make sure your home gets the most exposure so it sells at the best price in a timely manner. We also gather all information necessary to ensure a smooth transaction. To that end, we:

- Immediately send video responses to buyer leads via email and text
- Improve the marketing of any under-performing marketing campaigns by analyzing & viewing results of campaigns
- Meet weekly with the team to keep on top of each step in the marketing campaign of your home
- Price the property correctly the first time to widen the window of buyer showings
- Reassess pricing if online traffic is not converting into offline tours
- Answer any questions that arise throughout the transaction
- Use infra-red technology of Supra Lockbox to monitor agent showings to get fast feedback
- Research ownership and deed type from Title Company
- Research property's current land use, zoning, deed restrictions and easements
- Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agent on MLS printout
- Verify that your property is free of all liens. Once the sale of your home is pending, we stay proactive, not reactive, to make sure the process goes smoothly and efficiently by:
 - Verification with agent and lender to ensure the buyer is properly qualified, ready, and able to purchase (verified employment, reviewed taxes, bank statements, credit report, 1003, etc.) before accepting the offer
- Bi-weekly communication via e-mail about status and progress of the sale
- Text and e-mail reminders to you about appointments and deadlines of escrow, seller disclosures, buyer inspections, appraisal report, buyer final walkthrough, signing loan documents, and final closing documents
- Constant communication w/ cooperating agent and Lender to give accurate feedback to seller about status of loan, and escrow

The Key Steps to Selling Your Home

Innovative Marketing Plan

- Determine & Initiate pricing strategy
- Evaluate property demographics to help determine pricing
- Discuss our detailed marketing plan with seller
- Create all marketing & get approval from seller
- Place yard signs and marketing on property
- Monitor and Evaluate results of marketing activities twice a week
- Revise marketing plan and pricing strategy as necessary
- All Vendors if Needed - Stager, Window/Home Cleaner, Painter, Handyman, Home Inspections, Gardener, Appraisers & Much More...



The Selling Process

- Evaluate and determine your needs and priorities
- Confirm that all decision makers agree and are on title
- Review agency choices and select the relationships that work best for you
- Discuss home improvements and recommendations (repairs, home staging, etc..)
- Detailed discussions of “What to Expect” and timelines of events happening with your home
- Confirm tax roll matches specifications of your home (Sq. Footage, bed count, etc..)
- Provide two copies of the keys
- We register the lock-box to your home and know who is showing your home at what time and ask for feedback after every showing

Receiving Offers on Your Home

- Review, compare and contrast the terms of all offers received
- Explain pros & cons of all offers
- Call lenders and buyer's agent to verify qualifications and motivation of the buyers
- Confirm lender qualification is accurate, fully underwritten and approved
- Confirm financing type will work for the property
- Make sure the COE date is realistic and works with the sellers needs and wants
- Counter all offers for "Highest and Best"
- Verify Proof of Funds are sufficient for buyer's down payment and closing costs
- Verify funds to pay the difference in appraised value if needed

Contract Accepted

- Open escrow; verify buyers earnest money
- Escrow instructions and order title reports
- Review inspections and buyers "Wish List"
- Complete any needed repairs
- Confirm receipt of contingency removals, inform sellers of receipt
- Send bi-weekly updates on the progress of closing to seller
- Meet weekly to review progress of closing
- Confirm docs have been drawn 10 days before COE
- Schedule final walk through after docs have been signed by all parties
- Send notifications of funding to all parties
- Send notification of recording
- Mark property sold on MLS Close out file & send seller copies
- Remove signs & lock-box



CONTACT ME TODAY

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