

HOW I PLAN TO SELL YOUR HOME!

Gary R Wilkinson, P.A.'s 2022 Marketing Plan



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Hello!

I wanted to drop off this easy-to-understand real estate marketing guide for you today because I am very familiar with this area and know of buyers currently looking to purchase homes here. **Ever wonder why two identical houses sell for entirely different prices?**

Why does one house sell for \$1,000,000, while another house, identical in every way, brings in \$1,200,000? It just doesn't make sense.

The truth is, similar homes sell for varying prices all the time. It happens all across the country—in markets large and small.

Surely, there must be a reason!

The fact that some houses sell for more money than others is no accident. There are no magic tricks that will ensure you get the best offer possible. The truth is, it all comes down to careful planning, and that's why I'm sharing my "How I Plan to Sell Your Home!" guide with you.

In this guide, you'll discover how, using expert strategies I have learned and sharpened throughout my career in real estate, I'll work to customize a marketing plan that highlights the best features of your home for a targeted audience already looking to become a part of this community.

This guide reveals secrets wealthy sellers use to command higher prices for their homes.

I wrote this guide to break down all the ways I sell houses for more money and help you, the homeowner, get top dollar for your property. Each step of the process is detailed in the guide, so I strongly suggest you read through it.

Holding traditional open houses and home viewings for prospective buyers can be time-consuming. I explain how a precise social media strategy can be used to show your home more effectively to people who are **actually interested in buying!**

This guide also answers a host of frequently asked questions about the home selling process. If you have any questions about me, feel free to reach out by giving me a call at (941) 356-9795.

Best Regards,

Gary R Wilkinson



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Little Details Yield a Big Return



What is copywriting? It is the art and science of writing persuasive copy to accompany the images in your listings, advertisements, and other communication channels to convince prospective buyers to take action and purchase the product or service you are selling.

Effective copywriting tells a story and engages the audience by making what you are selling easily relatable.

As your Realtor, I will work with you to make up a list of the best features of your home and then craft a distinctive listing description that highlights the benefits the buyer will receive from purchasing your home and making it their own.

Real estate agents and home sellers agree that a cleverly worded listing that is concise but engaging should emphasize the home's distinct character and amenities. These listings are invaluable for making a home stand out from the competition and sell for top dollar.

Statistics support this with a recent consumer report, revealing that 78% of home sellers believe it is important that their agent place listings of their home or property on real estate websites as part of their marketing plan. The same survey showed that **83% of sellers worked with a real estate professional to create descriptive listings** to promote home sales.

Copywriting is all about messaging. Persuasive copywriting that has the desired effect of moving the buyer to action has certain key elements in common:

- It communicates something memorable at first glance.
- It is clear and easy to understand.
- It accentuates the positive and appeals to the target buyer.

When creating a listing of your home, it is important to emphasize all the positive attributes that will make life there enjoyable for the new buyer. The importance of which adjectives or descriptive words are chosen cannot be overstated.

Keep messaging positive and upscale to attract serious buyers:



The Wrong Message: Fixer, nice 3-bedroom mid-century home with loads of potential.

This ad fails to give the buyer any details to set this home apart from all the others listed for sale. Instead, it uses the nondescript word “nice” and includes the terms fixer and potential, which instantly signals to any would-be buyer that this home is not move-in ready. It is not a place to experience comfortable living but more likely a project that will take time and money.

Research shows that homes with listing descriptions that contain the word fixer **underperform their projected selling price by 11.1%.**

The Right Message: Enjoy elegant living in this luxurious 3-bedroom home with a spacious open floor plan and vaulted ceilings.

This listing paints a picture of fine living in comfort, with popular features that appeal to a large number of buyers.

The power of the word, luxurious, is demonstrated by a study showing that homes that were estimated to have a median (middle point) value and ranked in the lower third of the market, consistently **exceeded their expected sales price by 8.2%** when that adjective was used in the listing.

Writing a listing that sells will say as much as possible while using the fewest possible words! Most listings have word count limits and more importantly, the average attention span is two to three seconds. So, you must capture the reader's attention quickly with a headline that sparks the imagination:

Bad Headline: *3-Bedroom Ranch, 2.5 Bath, New Kitchen Flooring, Great Location.*

Vs.

Good Headline: *Hard to Find, Fully Remodeled 1940s Bungalow in Historic Downtown!*

While the first heading evokes a sense of character and inherent worth in a sought-after location, this headline is sparse, relying on basic information explaining the number of rooms in the house. It gives no sense of place or any descriptive words that tell you the architectural style of this home or even where it is located.

The second headline conveys the distinct value of this home from the start by stating homes like this one are hard to find. The headline then lets the reader know the home is fully remodeled and where it is located, enabling the reader to picture the home, the neighborhood, and them moving in right away!

Important things I keep in mind when writing a listing description:

- We are selling more than a home; we are selling a lifestyle!
- I communicate clearly and effectively but with detail that will evoke a response from the reader and make them eager to see your home for themselves.
- I use description to highlight sought-after amenities such as recent upgrades and remodels, proximity to schools and recreation areas, parking, lawn/landscaping, and outdoor living spaces.

Keeping the above tips in mind, let's review

examples of a good and bad home listing:

Bad Listing: 3,000 SF 3 bed/2.5 bath home. Granite counters & backsplash, original appliances. Large master w/bath, shower. All bedrooms feature walk-in closets. Large family room/workout space. Hardwood flooring throughout first floor. Private back yard w/ play area. 2 car garage and outdoor storage building in need of slight repair.

Good Listing: Privacy and Location – an Unbeatable Combination! Live a life of secluded luxury in this spacious 3,000 SF 3 bed/2.5 bath home, nestled in the heart of historic SouthPark. Privacy fence and landscaped hedges make this the perfect getaway minutes from schools, shopping, and the best in fine dining. Luxurious master suite w/4-piece bath, separate vanities, double walk-in closet. Large kitchen w/granite countertops, custom cabinetry & stainless-steel appliances. HUGE wrap-around deck & outdoor grill area for entertaining. Hardwood floors throughout, 3 fireplaces, 3-car garage. A must see!

While the first description gives important information any potential buyer would need to know – the number of bedrooms, bathrooms, square footage, etc. – it fails to draw the reader in with details and adjectives that show the prospective buyer why this is the special home that fits their lifestyle, values, and priorities. In short, the listing does not distinguish the home in any way.

The second description begins with a heading that speaks to a particular lifestyle, the desire for privacy and convenience. This listing accentuates features buyers often look for, such as a location close to schools and other daily destinations, granite countertops, custom cabinetry, and stainless-steel appliances. It also emphasizes spaciousness and the opportunities for entertaining—inside and out.

First Impressions That Sell

We live in a digital world. Faced with time constraints caused by the dual call of professional and family responsibilities, the vast majority of people in the market for a home, 89% of them to be precise, search for listings online.

Photographs that are visually appealing show your home to its best advantage and make your listing stand out from the crowd. Engaging photographs result in a 139% increase in clicks. This equals a higher level of engagement and results in faster selling times.



I will be hiring a professional who specializes in real estate photography to assist in marketing your home. Here are some compelling statistics that explain why this is crucial:

- Homes with listings that feature professional photographs sell 32% faster than those without.
- Home listings that include professional images increase social shares by 1,200%.
- On average, homes marketed with professional photography sell for 9% more than those who don't.
- On average, the return on investment (ROI) on professional photography is 826%.
- Home listings that include 20+ photos are on the market 32 days less than those without a wide assortment of visuals.

DID YOU KNOW

- Research shows client satisfaction with their Realtor increases by 43% when professional photos are part of the marketing plan.
- 68% of potential home buyers state that polished photographs increase their desire to visit the home.

To sell your home for top dollar and put more money in your pocket as quickly as possible, professional real estate photography is a crucial part of "My Plan to Sell Your Home!"



The View from the Top is Always Nicer

Aerial photography has become overwhelmingly popular with both Realtors and home sellers since the use of drones for real estate photography was legalized in 2015. Drones allow professional photographers to use the art of aerial photography to go beyond the traditional one-dimensional image of your front door to capture cinematic images and video that show all your home and landscape have to offer. These visuals drive engagement and enable the prospective buyer to imagine making a life there.

The following statistics demonstrate what a game-changer aerial photography and video have been for the real estate industry:

- Approximately 80% of working agents utilize drone photography and videography as part of their overall marketing plan.
- Nearly 73% of homeowners state they are inclined to list with a Realtor who utilizes video as a sales tool.
- When drone/aerial photography is used as part of the marketing strategy, homes sell 68% quicker on average compared to those who list without it.

24/7 Open House with Videos & Virtual Tours

Traditional open houses and viewings are often inconvenient, as homeowners never know when they will get the call that a prospective buyer wishes to view their home. Online video and virtual tours make the process much easier for both the homeowner and the prospective buyer.

It can also prove difficult for interested buyers who live a long distance away to attend an in-person open house. **Video open houses** take the stress off the homeowner and ease worries that their work or personal schedule will be interrupted while allowing interested prospects to view a professional quality video of the home at their leisure. This way, buyers can rewind and rewatch as many times as they'd like, checking out any details they have questions about.

Professional videos of your home allow you to show it to thousands of interested buyers at any time—24/7. With the vast variety of video-based platforms available – YouTube, AOL, Vimeo, Dailymotion and many more – you can show your home to a much larger audience, increasing the chances that you will sell quickly and get the best possible price.

Virtual tours will include a video of me walking through each area of your home and explaining in detail all the features and benefits your home has to offer.

Consumers have shown a clear preference for video when it comes to online buying, with research showing that, on average,



website visitors remain on a website 75% longer when it features a video.

Selling Your Home in a Post-Pandemic World

Video technology was already emerging as a powerful real estate sales tool before the outbreak of COVID-19 in 2020. Shut down mandates and concerns about social distancing protocols accelerated the growth in selling and buying homes online.

Statistics show that of the approximately 5.64 million people who bought a home in 2020, 63% made an offer and purchased the home having never seen it in person. That's a 32% increase in online home sales over the previous year.

Video and online listings with a compilation of professional photographs have proven enormously popular with sellers, buyers, and agents. All indications are that video tours and virtual open houses are here to stay.



Attention-Grabbing Signs

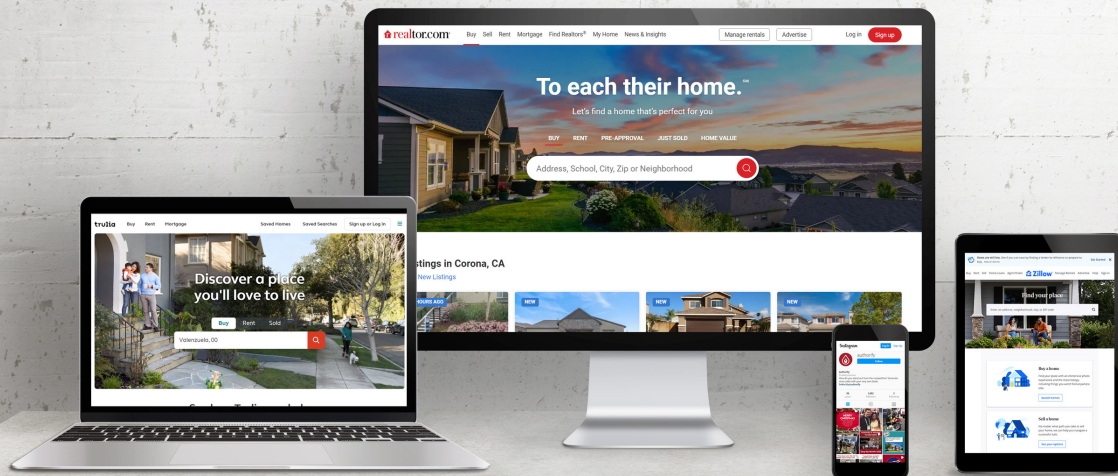
In the age of aerial photography and online video tours and open houses, the traditional for-sale sign may seem outdated. In truth, this is still an essential component of any sales and marketing strategy. Physical signs actually work hand-in-hand with online marketing, as they draw interested buyers to your home where they can obtain information on how to access your listing, images, and video on the web.

Often, those interested in buying a home already have definite ideas about which areas and even particular neighborhoods they would like to move into. To that end, these buyers often drive through communities they are interested in looking for a sale sign to alert them of any homes that are currently on the market.

Because buyers look for these signs, your for-sale sign must include detailed and accurate contact information. Your sign should be equipped with a sign rider that lists a hotline for calls or texts to allow prospective buyers to experience the equivalent of a personal house tour, available 24/7.

- Real estate studies reveal that homes where for-sale signs are displayed – or the homeowner consults with a real estate agent for a comprehensive marketing plan and services – have an increased likelihood of being sold. Sales are also completed much faster.

Opening Your Home Listing to Thousands of Viewers



Digital or online targeted marketing requires a comprehensive strategy and an understanding of the audience you need to reach. To understand how best to reach your target audience, you must define who that is by creating a customer profile with details like demographics and shared interests. This information will help you pinpoint which of the many social media platforms they are most likely to frequent.

It can seem like a lot of information to analyze but given the fact that **89% of home buyers begin their search online**, social media is a powerful tool that must be a cornerstone of any marketing plan.

The following statistics demonstrate the popularity of social media:

- Nearly 75% of Americans have social network profiles, which means 220,000,000 people in this country are online.
- In the past 14 years, Facebook has nearly doubled its members, with a growth rate of 49%.

Because social media is a proven, powerful tool that helps me sell my clients' homes faster and at top dollar, I am active on numerous social media sites including Facebook, Instagram, LinkedIn, and Twitter.

The Power of Email Marketing

Email is a popular, convenient form of communication. In fact, statistics show a whopping 95% of online consumers have an email address, and many have more than one. Most consumers check their email at least once a day, often multiple times each day, making email marketing a powerful tool for reaching your target customer base.

Email marketing is also cost-effective and yields results:

- On average, an email campaign delivers a 4,300% ROI.
- The conversation rate for email marketing is three times more than what you can expect from other social media channels.

Featuring Your Home in Local Publications



Direct mail is an appealing and effective marketing strategy because it sends your advertising out into the community. It will reach those who will be either interested in the home themselves or who will tell friends and neighbors about it. Direct mail comes in many forms: newsletters, local and brand magazines, flyers, and postcards.

A direct marketing campaign requires research so you target the areas where those who would be interested in purchasing are most likely to live. Postcards are an excellent form of direct marketing, because they are inexpensive, scalable, can be automated with ease and can go out in mass quantities, increasing your chance of a faster sale.

What About Junk Mail?

Some may have an initial sense of reluctance when they contemplate direct mail, thinking of all the junk mail they constantly receive. It is important to note that real estate-related direct mail marketing is unlike other forms of direct mail. Postcards and other real estate direct mailers feature local homes and businesses. This means the information they contain is of interest to the community.

It is also interesting to note that since the pandemic, attitudes toward direct mail have changed considerably.

- **37% of consumers** report their excitement at the prospect of receiving mail each day has risen, compared to how they felt pre-pandemic.
- **30% of consumers** report they are reading more marketing materials sent to them via traditional mail, compared to the time they spent doing so before the pandemic.
- A recent survey conducted by the US Postal Service found that **65% of respondents confirmed that getting mail improves their mood.**

My comprehensive marketing strategy to sell your home will include a direct marketing campaign of postcards highlighting its best and most appealing features.

What My Clients Say...



Gary had a tough job, but he did it!

We were tough clients! We were moving to the CITY and didn't have a lot of time to look at houses, having to deal with our employer's relocation, and all of the other challenges that came along. But, Gary went above and beyond to help us. Even now, one year after the sale closed, I can still call him for business and service recommendations in the area — he knows just about everyone, and is very happy to help.

Gary is the best agent in CITY!

I've used Gary twice so far, and I was impressed both times. I bought my dream home with Gary a year ago. He worked long and hard to find me the perfect home. And he just recently sold another property of mine. Everything went quickly and smoothly. Both of my real estate deals were done very quickly and professionally. Gary is honestly the BEST in his business. I would highly recommend him.

Gary's perseverance got me the house.

My experience with Gary during the entire home-buying process, from start to finish, has been nothing short of exceptional. I have a unique work structure, and because of this, it was very difficult to find mortgage lenders who would approve me for a home. I was very frustrated and on the verge of giving up, but Gary insisted that we continue searching. Not only did we find a mortgage lender but also a mortgage that I felt great about. His perseverance is the reason I am now a homeowner. He is professional, punctual, knowledgeable, and very easy to work with. With the highest regard, I will recommend Gary to all my friends and family.

Very attentive to concerns, details, and negotiations.

Gary helped me find a house by literally picking it out for me. Every house I wanted to go to, I got there and didn't love it. Gary was busy taking note of the likes and dislikes I was stating and said "I have a house that you're going to love".... AND I DID! I went back 4 or 5 times to show other members of my family, and he accommodated me without complaint. I was a first-time homebuyer, and he walked me through the steps of everything, gave me advice, and constantly followed up to make sure I was doing OK. With his help, I was able to close on the house early, right before I started my new job. I would recommend Gary to EVERYONE, buying or selling.

Gary made it so so easy. He guided us through the entire process. He recommended great people to work with every step of the way. He was available 24/7 to answer any questions we may have had. With his high standards, expertise in the industry, and patience, we would recommend him as a Realtor to anyone looking! He was amazing!

Gary even advised me on how to prepare my house.

Gary was a gem. In addition to being highly knowledgeable about the real estate market, with many years of experience, he is a consummate professional. He was extremely easy to work with, gave me very good advice about preparing my house for sale and was very responsive during the entire process of receiving offers, selling and closing. I would work with him again in a heartbeat. He's that good.

Gary is the first agent I would call.

Thinking of selling?
Contact me today:

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