

@deemartinsells



@deemartinrealtygroup





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CEO and
REALTOR®



Jonathan Martin
VP of Administration
and REALTOR®



Rachel Johnson
Director of
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Meghan Massey
Social Media
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REALTOR®



Vivian McShan
REALTOR®



Shawntae Waddleton
Administrative Assistant
and Listing Coordinator



Manzee Eduria
Marketing
Assistant





How it started
in September
2021





How it ended In August 2022



How Did We Do It?

Create a Visual of Your Goal

100 LISTING CHALLENGE!



FOR SALE

SOLD!

Shotgun Approach

✓ **Non-owner occupied letters**

✓ **"I have a buyer" letters**

✓ **Floor duty calls**

✓ **Off-market sales**

✓ **Online lead sources**

✓ **Team call nights**

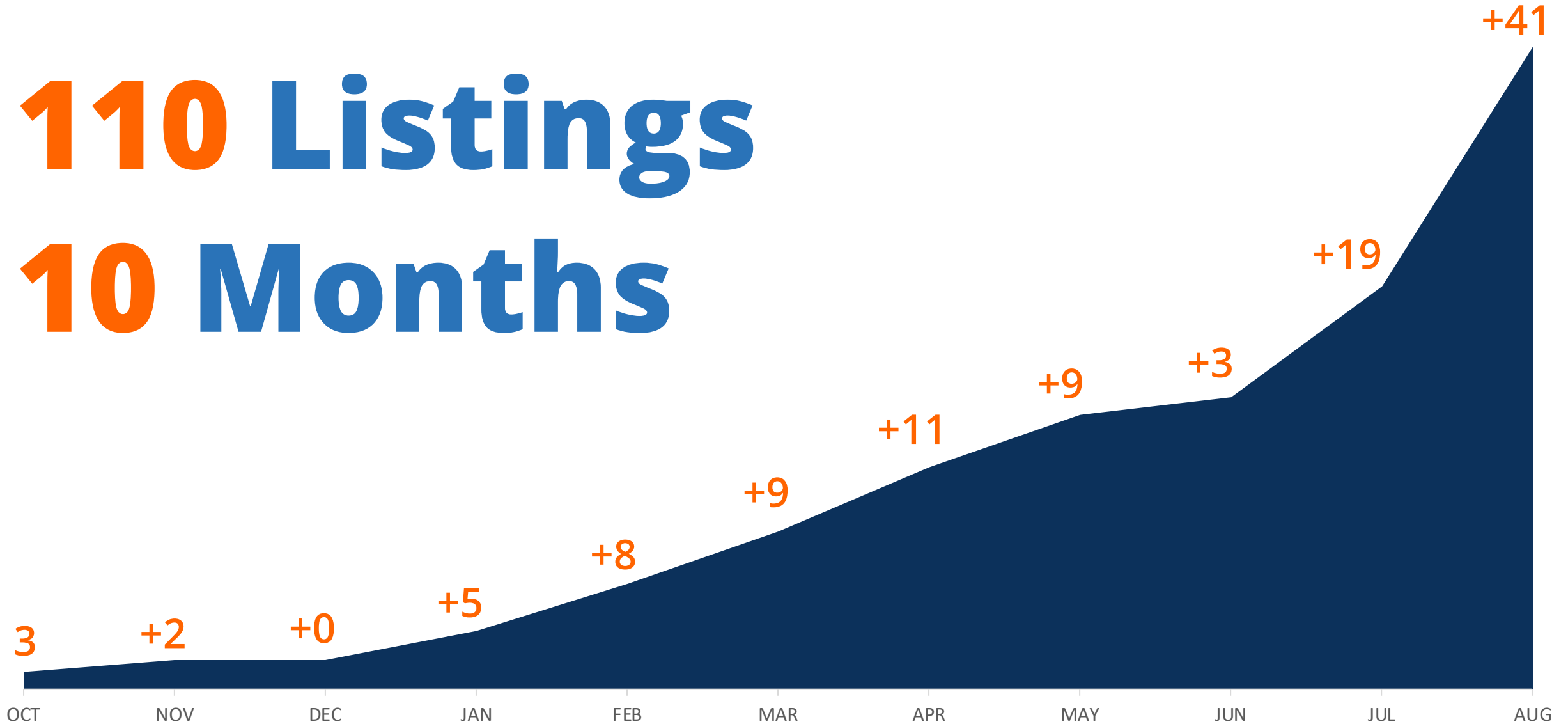
✓ **Tell EVERYONE! ASK for referrals!**

✓ **Contacted builders and developers**

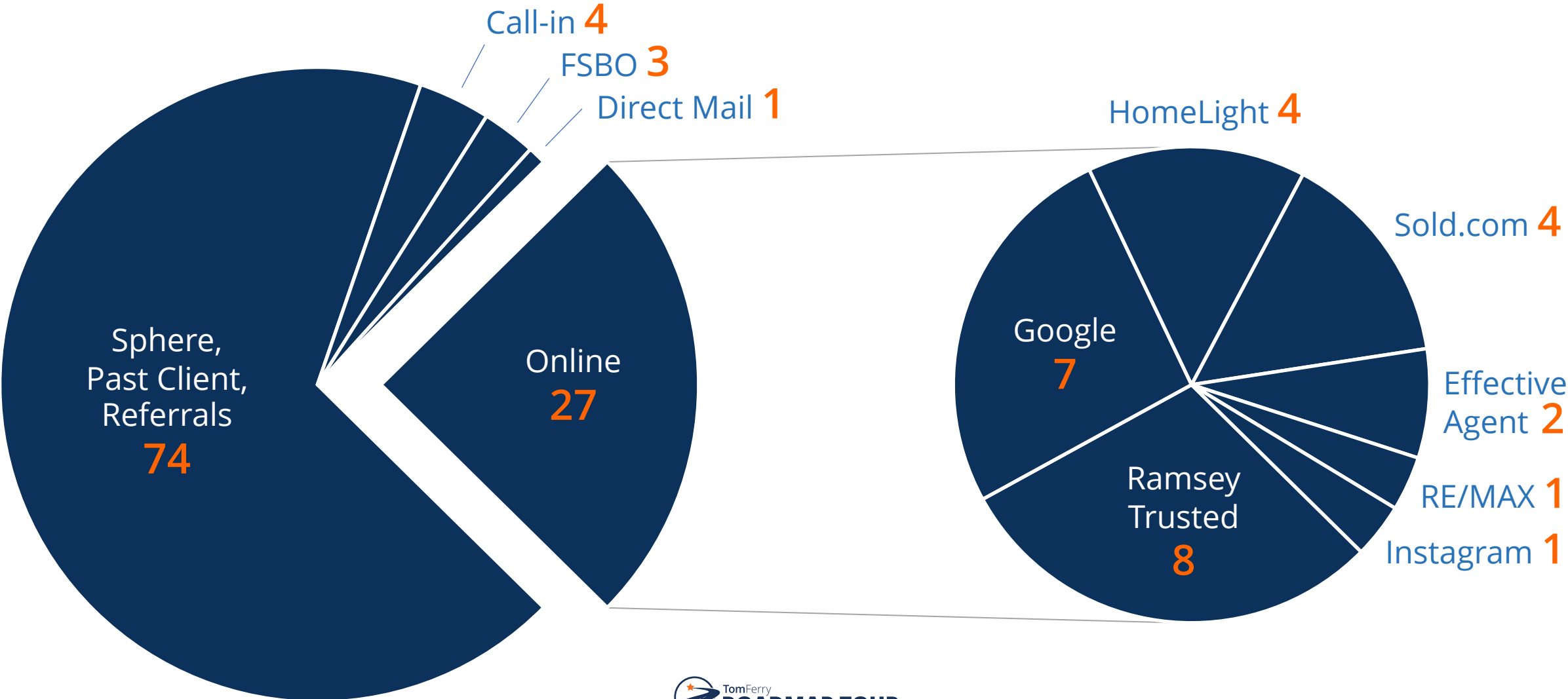
✓ **Social media posts about the challenge**

110 Listings

10 Months



Listing Lead Sources



How Our Growth is Continuing

Janet Keais
LISTING PERFORMANCE
 1922 Stonehaven Court, Tyler 1.9.2023

\$635,000

LIFETIME STATS

DAYS ON THE MARKET
137

TOTAL VIEWS
258,793

TOTAL SHOWINGS
20

Trackable views

OUR WEBSITE
 MLS
 REALTOR.COM
 ZILLOW

showings

market activity

Single-family homes		\$600,000-\$650,000
10 ACTIVE LISTINGS	4 NEW LISTINGS	16 PENDING
3 SOLD	70 AVG DAYS ON MARKET	2 PRICE REDUCTIONS

DEE MARTIN REALTOR
 Deei@DeeMartinSoils.com | 903-242-3275

getting ready

Strategic Pricing

COMPARATIVE MARKET ANALYSIS (CMA)
 We will pull recent home sales and new listings that are comparable to your home in size, age, location, and finish. This will give us a baseline understanding of what buyers are willing to pay for a home like yours.

MARKET CONDITIONS This is all about supply and demand. If there are more homes on the market than there are buyers, we may need to price the home competitively to attract buyers. Conversely, if there are more buyers than homes for sale, we might price your home higher.

HOME FEATURES If your home has unique features or upgrades that set it apart from the surrounding homes, we may push your price higher.

NEEDED REPAIRS OR UPDATES We will evaluate any repairs or updates that your home might need and adjust the price accordingly.

Staging
 We want your home to sell quickly and for the highest possible price. Having your home staged in a way that buyers can see themselves living there will help us accomplish this. Typically, the furniture that you already have is sufficient for this process. We ask that you follow these guidelines:

- DECLUTTER** Remove any unnecessary items from your home, such as personal belongings, excess furniture, and other clutter. This can help to make your home look more spacious and inviting.
- CLEAN** Make sure your home is clean and tidy. This includes dusting, vacuuming, and wiping down surfaces. Pay special attention to the kitchen and bathroom as these are important areas for buyers.
- DEPERSONALIZE** Remove any personal items, such as family photos and personal collections, as these can be distracting to potential buyers. You want potential buyers to picture themselves in the space.
- REARRANGE FURNITURE** Consider rearranging your furniture to create a more open and spacious feel. Make sure there is plenty of space for potential buyers to move around and that the furniture placement highlights the use of the space.

going live

Marketing

By using a variety of marketing channels, we will get your home in front of the right people at the right time. Homes and land are unique and the marketing plan used for each one needs to be unique too. We will create a comprehensive marketing plan to help sell your home as quickly and effectively as possible.

- ONLINE LISTINGS
- SOCIAL MEDIA ADS
- GOOGLE ADS
- NETWORKING
- MULTIPLE LISTING SERVICE
- OPEN HOUSES
- EMAIL MARKETING
- SIGNAGE
- VIRTUAL TOURS

Where will people see your home?
 Zillow
 Realtor.com
 Trulia

Photography
FIRST IMPRESSIONS MATTER!
 The majority of buyers will see your home for the first time online and your photos are often the first impression they will have of your property. Professional photos will increase the likelihood that a buyer will want to schedule a showing.

A professional photographer will have the special equipment and skills needed to showcase your home in the best light. Lighting, composition, and image editing can make a big difference in the final product.

your Listing Plan

JAMES SINGLETON
 1001 Address Street
 Lindale, Texas 75783

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 RE/MAX ALIGHT

OPEN HOUSE
RE/MAX ALIGHT
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SCAN FOR DETAILS

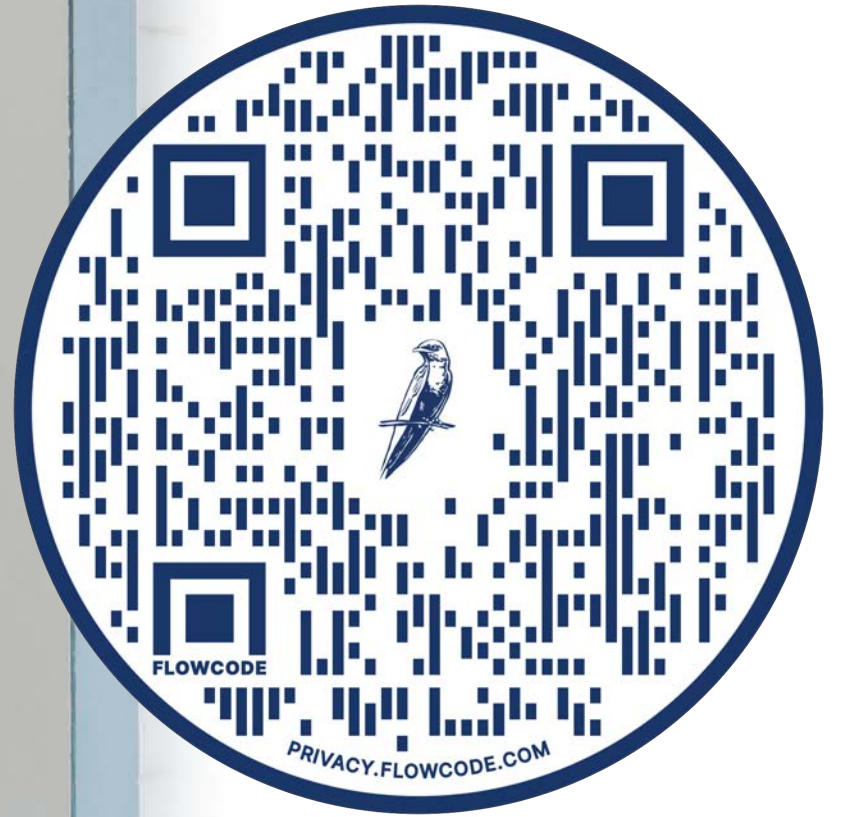


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