HOW-TO: MARKETING TIPS & TRICKS

USE SUITE PIECES

- **24 Branded Photos**
  - Log into Zillow (as a Broker) and upload images to your current listings.
  - Post a photo with brief description and web link on social media.

- **Property Website**
  - Post website link (URL) on social media.
  - Paste website link (URL) onto current listing pages. (RMLS, Zillow, etc.)
  - Post link (URL) or QR code on your Perma-Flyer or sign post.

BROKER WEBPAGE

Your broker webpage link follows the following link convention:
www.summabranchoffice.com/realtoryourname

- **live example:** http://www.summabethany.com/realtorcourtneyclarke

- Get a vanity URL and direct to your Summa agent website.
  - **example:** armandstanila.com, pdxhomesforsale.com, etc.

- Put your website link (URL) in your email signature.
  - Be sure to do so on your computer, phone, & tablet email accounts.

- List your website link (URL) on all of you Real Estate profiles.
  - **example:** LinkedIn, Realtor.com, Zillow, Facebook, etc.

- Put your website link (URL) on your business card.
  - Summa Marketing can provide business card design help.

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SUMMA REALTY

SUGGESTED EXTRAS

- UTILIZE: Perma-Flyers
  - Don't - list the price.
    - Allows you to make price changes without re-printing the sign.
    - Encourages buyers (aka LEADS) to call you for additional info.

- UTILIZE: Professional Photography
  - Dramatically better results than taking your own photos.
  - Several options to choose, including video tours & drones.
  - Presents you and your listing with a professional look to your clients, prospective clients & other Brokers.
  - Increased visibility and web traffic, which leads to more showings.

- UTILIZE: Print Materials
  - Print multi-page flyers / home brochures for high end listings. These high dollar homes command a more impressive marketing strategy.

- UTILIZE: Postcards
  - Mail "Just Listed" or "Just Sold" postcards to the neighborhood in order to entice new listing activity.
  - Go door knocking a few days after the postcards get mailed and strike up conversation with these potential clients.

- D.Y.K. (Did You Know):
  - The kitchen is typically the most important photo to perspective buyers.

- D.Y.K. (Did You Know):
  - Statistically, Friday is the best day to set a new listing live.