

RED ZONE REAL ESTATE MARKETING PROGRAM



**AN AGGRESSIVE HOME MARKETING SYSTEM
DESIGNED FOR TODAY'S MARKET**

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Welcome to the Future of Real Estate Marketing

The current real estate market is tough for home sellers. Values have dropped and buyers are harder to find. Buyers in this market are more particular about condition and pricing because of the huge selection of homes. Despite all of these changes, many real estate agents are trying to sell homes the same way they did when the market was different. Small wonder why so many fail.

If you are selling a home in this market, you need to be aggressive - both with price and preparing the home for sale. But that's not all. Having a good product means nothing if no one knows about it. You need a special marketing program to get your home in front of the greatest possible number of buyers. One that works in today's market. One that is equally aggressive and fully utilizes today's technology.

Enter the **Red Zone**

Simply put, my **Red Zone** real estate marketing program is designed to push your home to the very limits of its potential. I have designed my system from the ground up to work specifically with today's tough market conditions. If you want to be successful, you need to work with the best. I'm going to start by explaining several important concepts that my program uses:

I. Perpetual Interest Engine

My marketing program is above all else based on being aggressive. The problem most home sellers face is that 95% of real estate agents will list a home for sale and do some work with it at the beginning. But if it doesn't sell quickly, it sits on the shelf collecting dust. In a market that's still declining, this mistake is costly. You can't afford to let your home continue to lose value because it's not generating any interest. More specifically, you can't afford to be working with an agent who allows this to happen. One of the first systems I developed is what I call the Perpetual Interest Engine. What it does is eliminate the "dead space" in the sale of your home and keeps your listing fresh and constantly circulating among home buyers. Think of this concept as the underlying engine that will eventually drive the sale of your home. I use multiple advertising methods to "feed" the Perpetual Interest Engine:

A. Powerful Internet Listing Syndication

One of the biggest functions your real estate agent has is to get your home in front of buyers. For that purpose, I have developed one of the most extensive online real estate syndication networks. Basically, listing syndication means that by advertising your home on one internet "portal", that site places your home on several others and each of those, several others again and so on. Remember, real estate is a numbers game. The more ways your home can be found by buyers, the more successful we will be at attracting one. Using listing syndication, your home is constantly appearing in new areas and on new internet portals. Everywhere the buyer turns, they will find your home.



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B. Social Media Blasts

Social media is one of the hottest new real estate marketing arenas. My **Red Zone** marketing program makes full use of the many social media outlets to promote your home. My program includes regular social media “blasts” that all feed the Perpetual Interest Engine. These include Facebook posts, tweets on Twitter, social bookmarking through Digg, Stumbleupon and Delicious, detailed blog posts about your home on several authority real estate blogs, a Craigslist campaign and more.

C. Aggressive Direct Mail Campaigns

While many agents advertise strictly online, I use an aggressive direct mail campaign to market your home directly to area buyers. I use multiple lists to target hundreds of potential buyers as well as geographical advertising and a “friends and family” campaign.

II. System Accountability

My **Red Zone** marketing program was built over many years from proven techniques that work in a tough market. The most important thing to understand is that it is an actual system. It has a pre-planned sequence of events that “feed” the Perpetual Interest Engine. That means that every week, there is something going on with the sale of your home. Also, because I use an actual system, you can track what is being done week-by-week to get your home sold. My program includes lots of follow-up so you can view the progress of the sale and see what is working.

III. Seller Involvement

My program makes full use of all resources available. This includes you - the seller. Always remember: selling a home is a numbers game. On average, 1 in 30 people you know are either looking to buy a home or know someone who is. Instead of keeping you out of the loop and saying, “let me do all the work”, my program makes you an active participant in the sale of your home. Social Marketing is one of the hottest new ways of selling a home and a technique my program uses extensively. My program makes use of your network and mine to leave no stone un-turned to find a buyer.

Program Timeline

Below you will find the beginning timeline of my marketing program up to the end of the first “Slice”. For more detailed information and a full timeline, please contact me at (630) 346-1041 or email at illinoislandand-homes@gmail.com

| Slice | Day | Primary Activity | Details |
|-------------------|-----------------|---|--|
| (Pre-List) | 1 | Home Assessment and Report | Agent will review home for needed alterations prior to listing. This will include a pre-listing report and checklist. |
| | 2 | Professional Photos | Agent will take multiple photos of home, yard and area with both wide-angle and high-resolution digital cameras. |
| | 3 | Photo Re-touching and Prep | Photos will be professionally re-touched using a photo editing program. Each picture will be adjusted to correct levels, balance and remove defects. |
| Slice 1 | 1 | Listing Go-live | Home will be listed for sale in the Multiple Listing Service of Northern Illinois and will include multiple photos, detailed information and a professionally-crafted description. |
| | 1 | Virtual Tour | A high-resolution Virtual Tour will be created using the RealBiz360 Professional Virtual Tour Software and linked to your MLS listing. |
| | 2 | Level 1 Listing Syndication | Your home listing will be syndicated to our Level 1 partners and vendors (see attached list) |
| | 3 | Indoor Flyer Creation | A detailed full-color interior flyer will be created and printed for display inside your home. |
| | 3 | Outdoor Flyer Creation | A streamlined full-color flyer will be created and printed for display in your brochure box. |
| | 3 | Sign Installation | Our Gold Post and sign placard will be professionally installed on your property (when allowed). |
| | 3 | Sign Riders and Brochure Box | After Installation of the Gold Post and sign placard, I will install my personal sign rider as well as filled brochure box. |
| | 7 | Targeted Mail Campaign #1 | Custom listing flyers will be created and mailed to a targeted audience including area homes, friends, family and potential buyers. |
| | 9 | C21 Listing Enhancement | Your home listing will be additionally enhanced on our Century 21 Corporate and Brokerage sites. |
| | 11 | Realtor.com Enhancement | Your home will be additionally enhanced on Realtor.com with additional photos Virtual Tour and "Featured Listing" status. |
| | 14 | Level 2 Listing Syndication | Your home listing will be syndicated to our Level 2 partners and vendors (see attached list) |
| 14 | Week 1-2 Review | Follow-up email or call will be made to discuss Week 1-2 activities and allow you to review listing status. | |

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|-------|-------------------------------|--|
| 16-23 | Website Creation | Creation of a custom Wordpress-driven website to highlight your home and increase your online presence. |
| 18 | Social Media Blast #1 | Custom Craigslist advertising campaign with syndication to other social and community sale sites. |
| 20 | Blockshopper Enhancement | Your home listing will be advertised on Chicago Blockshopper, a premium real estate portal partnered with Sun Times Media |
| 22 | Social Media Blast #2 | Detailed blog post on my highly-ranked Illinois Real Estate News Blog. This post will then be linked through Facebook and Twitter for additional syndication. |
| 24-28 | Social Bookmarking Program #1 | All online advertisements created thus far will be further featured on social bookmarking sites such as Digg, StumbleUpon, Delicious, Google Bookmarks and more. |



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Advertising Vendors & Portals

Level 1

www.mredllc.com - MLSNI

Illinois Real Estate - www.illinoislandandhomes.com

www.realtor.com

Century 21 Pro-Team - www.c21proteam.com

Century 21 - www.century21.com

Zillow - www.zillow.com

Trulia - www.trulia.com

www.homes.com

HGTV Frontdoor - www.frontdoor.com

Move.com

HomeFinder.com

HomeSeekers.com

Hotpads.com

RealEstate.com

The Chicago Tribune

Sun Media Group

LoopNet

Level 2

Craigslist - chicago.craigslist.org

Oodle - www.oodle.com

GoogleBase

Yahoo! Classifieds

HomeGain

www.VLShomes.com

Cyberhomes

Vast

Fizber

The Real Estate Book

Walmart Classifieds

Lycos

Excite

ListingMania.com

CBS Real Estate

Enormo

Local.com

Villagelist.com

ConoQuickFind

LandQuickFind

AmericanTowns

Classifieds.org

The New York Times Real Estate

CityFeet.com

Optimum Homes

The Seattle Times

OpenHouse.com

Localism.com