

MEDIA AND MARKETING CHECKLIST

THE FOLLOWING IS A LIST OF MEDIA AND MARKETING SUGGESTIONS TO IMPROVE YOUR CHANCES OF SELLING YOUR HOME QUICKLY AND FOR THE HIGHEST PRICE. PLEASE NOTE, NEITHER RELLA NOR ANY OF ITS EMPLOYEES, REPRESENTATIVES, OR AFFILIATES PURPORTS TO BE OFFERING LEGAL ADVICE. THIS LIST IS PROVIDED AS A COURTESY ONLY.

- Hire a professional photographer to take photos of your home, both inside and out, or take high-quality photos with a digital HDR camera or even your mobile phone.
- Create a virtual tour: Consider creating a virtual tour of your home, using 360-degree photos or video footage to give potential buyers a more immersive experience.
- Write a compelling description: Write a detailed and engaging description of your home, highlighting its unique features and amenities.
- Utilize social media: Share your home listing on social media platforms such as Facebook, Twitter, and Instagram, and consider joining local buy and sell groups.
- Use online listing platforms: List your home on popular online platforms such as Zillow, Redfin, and ForSaleByOwner.com to increase visibility and reach.
- Print flyers and brochures: Create flyers and brochures with high-quality photos and a detailed description of your home, and distribute them in local coffee shops, libraries, and other public spaces.
- Consider hosting an open house: Host an open house to allow potential buyers to tour your home and get a feel for the space.
- Use signage: Place a "For Sale By Owner" sign in your yard, with a phone number or email address for interested buyers to contact you.
- Create a video walkthrough: Consider creating a video walkthrough of your home, highlighting its best features and amenities, and sharing it on social media and online listing platforms.
- Utilize email marketing: Consider sending email blasts to your network, including friends, family, and colleagues, to let them know your home is for sale.
- Host a broker's open house: Consider hosting a broker's open house to allow local real estate agents to tour your home and potentially bring in interested buyers.
- Utilize paid online advertising: Consider utilizing paid online advertising, such as Google AdWords or Facebook Ads, to increase the visibility of your home listing.

- Utilize real estate portals: List your home on popular real estate portals such as Rella, ForSaleByOwner.com, FSBO.com, Realtor.com, Zillow, or Trulia to increase exposure to potential buyers.
- Provide a detailed property report: Provide a detailed property report, including information on property taxes, utility costs, and nearby schools, to give potential buyers a comprehensive overview of your home.
- Provide a home inspection report: Consider providing a recent home inspection report to potential buyers, which can increase transparency and give buyers confidence in the condition of the home.
- Consider staging services: Consider hiring a professional staging service to help present your home in the best possible light to potential buyers.
- Consider professional signage: Consider investing in professional signage, including directional signs and a large yard sign, to increase visibility and attract potential buyers.