

BOOST YOUR HOME'S VALUE WITH PRE MARKETING

THE EDGE YOU NEED TO SELL YOUR HOME FOR TOP DOLLAR

TABLE OF CONTENTS

The Purpose	2
Our Process	3
• The Yard Sign	3
• A Dedicated Coming-Soon Website	4
• Our Database Segmented	4
• Social Media Channels	5
• Local Real Estate Professionals	6
Your Payoff	6
• Immediate Activity	7
• Shorter Marketing Period	7
• The Most Money Possible	8
We Are Here To Help	9

THE PURPOSE

There is somebody stalking your neighborhood right now, and if you do not prepare correctly, the stalker will buy your home without paying you top dollar!

That's right, somebody is lurking around your neighborhood, just waiting for the next home to hit the market. If your marketing is not optimal, it will help this stalker get your home without having to compete with too many other buyers.

Fortunately for you, there is a process that you can use to ensure that the neighborhood stalker steps up to the plate to pay you more than you or your agent think that your home is worth! We call this process “pre-marketing” and it means that we put forth great effort to market a home BEFORE it enters the market, ensuring that we get the word out to all prospective buyers. Without pre-marketing, the stalker is able to make an offer before anybody else finds out about the home. As a home seller, you DO NOT want this.

You want the neighborhood stalker to have a FEAR Of MISSING OUT, to understand that your home has a long line of buyers making offers right away.

The purpose of pre-marketing a home for sale is to get the word out about a new listing soon to enter the market. This increases awareness within the pool of potential buyers for the home, thus creating more competition among buyers and enhancing the opportunities to deliver top dollar to the home seller.

OUR PROCESS

We want to use all available resources to deliver the home's largest potential pool of buyers. Companies actively marketing to homebuyers will have a good understanding of the maximum potential buyer pool and where to best reach them.

At Joe Manausa Real Estate, our marketing reaches tens of thousands of buyers each month, so we use our well-established channels to create an instant buzz for a new listing. The following are the primary marketing channels that we pursue.

THE YARD SIGN

Perhaps the one point in our pre-marketing plan that many other real estate agents copy is the “coming soon” rider on top of the real estate listing sign in the property's front yard. This is an important piece, as it sets in motion the buzz in the neighborhood. There are countless homes sold each year where the buyer heard about it from somebody already living in the area, so a yard sign does a great job of initiating the process.

It's important to note, though, that a yard sign alone does little for the home seller in reaching the majority of the potential pool of buyers for the home. These are people moving to the area, people with no friends in the neighborhood, and people not actively discussing their home search among friends. It takes much more than a sign to optimize the outcome for the home seller.

A DEDICATED COMING-SOON WEBSITE

Our secret weapon in Tallahassee is [Coming Soon Homes in Tallahassee](#) (click here!). We set this website up to allow our agents and marketing staff to get the word out about coming soon listings. Is it working?

You bet! We have thousands of subscribers on the website. These people are notified every time we get a new coming soon listing. This site is so popular it regularly attracts more buyers than other companies' primary websites. Can you see the benefit of nearly 4,000 views on a listing before it even goes live?

Apparently, buyers are getting smarter about how competitive the market is today, so getting an early warning about homes soon to be hitting the market is a benefit they appreciate.



Coming Soon

Tallahassee, FL
NE Acreage!!

Views: 3902

Days Hours Mins
Coming in 01:00:09

OUR DATABASE SEGMENTED

Joe Manausa Real Estate is a data-driven company. We spend hundreds of thousands of dollars each year promoting listings for our home sellers. This has resulted in a large database of people interested in the Tallahassee real estate market. To give you an idea of how substantial our database has grown, we have more than 122,000 people in our Tallahassee database (and there are only 90,000 homes in Tallahassee).

We can segment our list by price, area, and amenities so that when we enroll a new home seller into our coming soon program, our list segment can deliver immediate notice to homebuyers in our database that are most likely to favor the home. Again, this occurs in pre-marketing to get more buyers to show up to the home the day it goes live (becomes available to buyers).

List segmentation is something that most companies cannot do, as their real estate agents all maintain their own smaller, separate, low-budget lists of prospective buyers. This is a great reason to hire a real estate agent with a large marketing budget when it comes time to sell your home, you want them to have the best reach of all agents in the area.

SOCIAL MEDIA CHANNELS

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By spending money boosting social media posts, agents can reach 1000s more people and do a much better job of spreading the word. But I challenge you to find the agent in your local market spending big bucks promoting “coming soon” listings.

You'll be hard-pressed to do so.

At Joe Manausa Real Estate, we explain to home sellers that we spend more money marketing our coming soon listings than most agents spend the entire time they have a home listed for sale.

The problem is they are spending nothing (or very little) to get the word out beyond their new friends, and they are doing so AFTER the home has hit the market. How will they ever generate a buzz to generate multiple buyers to compete for the home as soon as it is available?

LOCAL REAL ESTATE PROFESSIONALS

Finally, a well-constructed pre-marketing plan would be incomplete without including a process to communicate a new listing's benefits to the local real estate agents. Roughly 85% of all homes sold have at least one real estate agent involved, so including a network of real estate agents is a must if one is to properly pre-market a home for sale.

It is possible to download all the sales from the local MLS to determine the agents most likely to be working with buyers that can afford a specific home. Targeting these selected agents with calls, texts, and email messages about a new "coming soon" listing helps reach the identified buyer pool fast. Good agents are always looking out for the next new listing, so we notify them as part of our pre-marketing process.

YOUR PAYOFF

A properly executed pre-marketing plan will create a buyer-feeding frenzy when the home is first available. All ready-buyers interested in purchasing a home in the area will know about your home before it goes live. Home sellers who have properly pre-marketed their home and chosen the correct asking price can expect immediate activity and offers on the home.

Rating



As my first experience selling a house, this group was superb. The knowledge and communication that came with this group was awesome. I have already recommended them to a couple of people and would continue to do so. They will always be there for you for any question or issue.

Chris Brennan

IMMEDIATE ACTIVITY

Even as you work to prepare your home for sale, buyer agents will be begging to get their buyers into your home. Your agent will wisely deny access and remind each agent of the date and time that your listing will “go live.” This simply means that the home cannot be toured, and offers will not be considered until a scheduled time after your extensive pre-marketing activities have raised awareness of your home selling plans.

SHORTER MARKETING PERIOD

Most homeowners are not in a hurry to sell their homes, but they should be!

With a properly executed pre-marketing plan, home sellers get offers immediately, and buyers (with a fear of missing out) make higher offers and fight for the chance to buy the home. Ask any home seller who sold for the above-asking price, and they will all tell you the same thing: “We had multiple buyers for our home!”

A properly orchestrated pre-marketing plan delivers multiple buyers the day your home goes live. Your home hits the market with fanfare fit for a new product entering the market. With plenty of “buzz” before being available, the buyers in the market that are ready to move will be chomping at the bit for the right to compete for your home.

This initial activity means that (with proper pricing) your home sells right away and for the highest price possible. Homes that are pre-marketed and that DO NOT sell right away typically were priced incorrectly, and thus sellers waited and received less.

A shorter marketing period ensures you optimize the environment for creating high interest and multiple buyers offering on your home the day it hits the market. This means you must schedule your home to sell immediately, not using the old standard of putting it out there and seeing if it sells. That was a popular home-selling technique before digital marketing allowed us to reach the consumer right away.

THE MOST MONEY POSSIBLE

The more buyers who want your home, the more robust will be the bidding war for your home. That's how we sell homes for 2%, 5%, and even 10% above the asking price. It's all about bringing competition to the table that will force the neighborhood stalker to go to the moon on his price.

So how do you ensure that the day your home goes live, the whole pool of buyers for your home is standing in the driveway, scratching to get in?

It's all about pre-marketing the home with a robust omnichannel marketing plan.

If you want to get absolute top dollar for your home, please understand that it is the neighborhood stalker who is the most likely to pay the most for it. But the stalker is not a fool and will only pay what is necessary to get the home. A massive omnichannel marketing plan emphasizing pre-marketing is the only way to ensure the competition is assembled before your home's listing is live on the internet.

Ensure that you and your real estate agent make the most of the pre-marketing efforts to deliver as many buyers as possible for your home, and you'll be happy at how much money you get while selling your home fast!



We listed our house and within a month it sold and we were quickly on the hunt for a new house. Our team of realtors helping us have been so patient and have worked almost around the clock to help us sell and buy all at the same time. Marcus, Kevin, and Kim thank you SO much for all your hard work, patience, kindness, and understanding! Couldn't have done this whole process without you guys. (I don't want to do it again though) 😊

Kimberly Laurel


Joe Manausa
Real Estate
www.manausa.com

WE ARE HERE TO HELP

If you would like assistance selling your home, we can help. If you are in the Tallahassee area, we would love to see your home and help you develop a plan to get your home sold for optimal results (at the highest price and on the date you choose).

If you are outside the Tallahassee area, we provide a ZERO COST agent selection service to help you hire the listing agent with the best local pre-marketing history and experience. We know what it takes to get top dollar, and we'll help you choose the agent with the best plan to deliver the best results.

To find out more, you can contact us here:

[CLICK TO SEND US A MESSAGE \(HOW CAN WE HELP?\)](#)



Having brokered tens of thousands of home sales, we know what it takes to deliver excellent service, which results in super-happy clients. We look forward to delivering 5-star service and helping you plan your next move.

66 Rating



Cannot say enough about this group! They helped me buy my first home and when I moved out of state and needed to sell, they literally had it sold in less than week! Thank you Kevin Milligan and Cate Saunders for navigating me through the process! I'm very grateful to you both!

Shannon Burch

