



KOETJE REAL ESTATE

MARKETING PLAN

Focusing and devoting time to what works in today's market





COETJE REAL ESTATE

TRADITIONAL ADVERTISING

Flyers:

Flyer distribution will work to your home's advantage electronically, a flyer box on the for sale sign, and by presenting them to other agents representing buyers.

For Sale Signs:

A sign in front of your home attracts those who are driving around & helpful for those that are searching via GPS, mobile device & map making your home stand out and easy to find.

Home Staging:

We want to help you sell your home fast, effectively and for the right price. Staging the home to sell is something that our well seasoned, expert agents know how to do!

Placement of furniture, curb appeal and more will be provided to help achieve the best presentation of your home.

Professional Photos:

Photos of a home help draw in potential buyers. A checklist will help guide you to what needs to be done for a hassle-free photo shoot. The photos will look stunning when promoted online as well as in print. Your home will look immaculate and desirable to buyers!

FOR SALE

COLDWELL BANKER

SUCCESS

This is where Awesomeness Happens.

MLS#: 123456
 Beds: 4
 Baths: 4
 Square feet: 5210
 Year Built: 2014

Enjoy a glass of lemonade while unwinding on your welcoming covered front porch or entertain in a great way in the backyard of this 36 acre corner lot in the city. Hots & veggies are ready for grilling. City soccer fields & park are a crosswalk away. Quality construction boasts 4 bedrooms, 2.0 bath, formal dining & kitchen opens to a family room. Home is desirable! Freshly & conveniently located near schools, shopping & NAS Whidbey. Natural gas heat & cooking. Welcome home!

View More Photos and Details at:
<http://grf.me/2XH>

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THE WORLD OF DIGITAL

The world we live in today is a digital one, searching for a home is no different

Buyers these days have several ways to approach the house hunt:

Apps | Sites | Virtual Tours

Online searching maximizes the ability to compare & contrast homes on the market by selected features. Most of which is done before the buyer connects with a real estate broker.

Information Sources Used

88%	Online Website
87%	Real Estate Agent
50%	Mobile or tablet website or app
48%	Yard Sign
44%	Open House
26%	Online video site

Online Tools Found Useful

83%	Photographs
79%	Detailed property Information
41%	Interactive maps
40%	Virtual Tours
37%	Neighborhood information



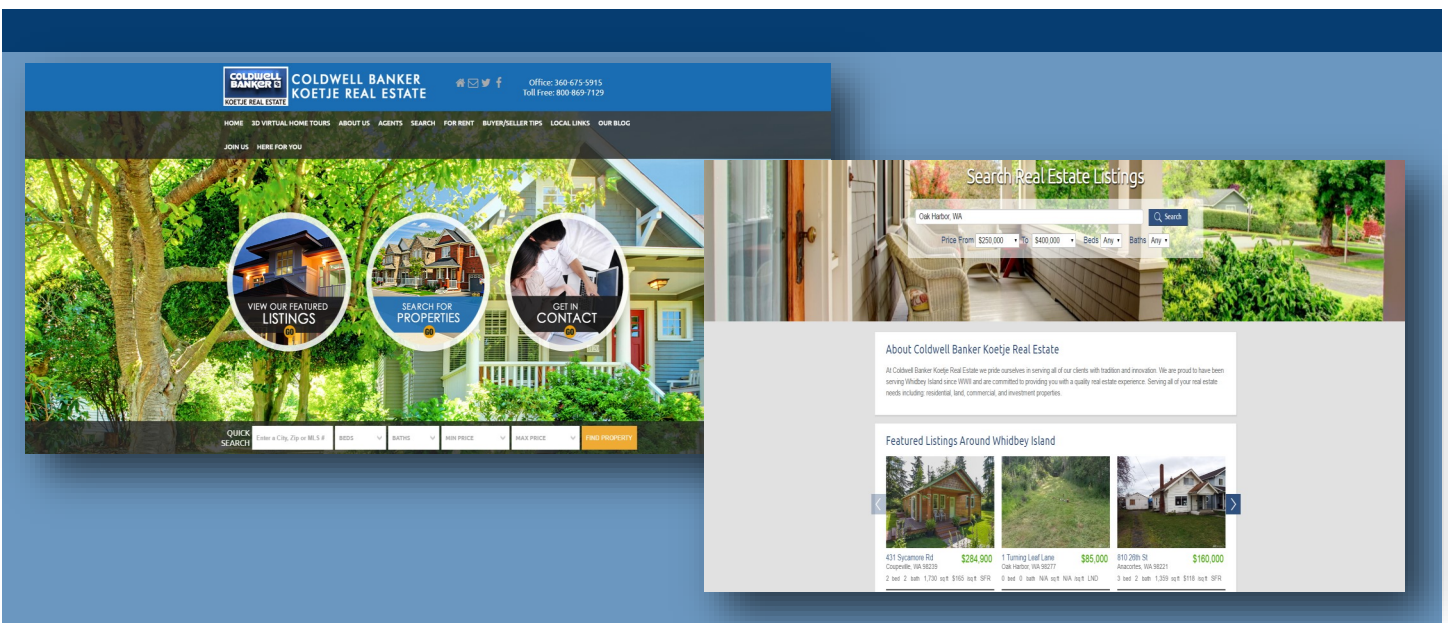
KOETJE REAL ESTATE

COMPANY WEBSITES

92% of home buyers use the internet in their home buying process. Coldwell Banker Koetje Real Estate understands the importance of being present in the internet world. We have 3, top-notch, SEO targeted websites

www.WhidbeyRealEstate.com | www.WhidbeyIslandRealty.com | www.CBKoetje.com

- **Mobile Enabled:** Potential home buyers can search for homes using a smart phone or tablet.
- **Realty Watcher:** A feature on both websites allowing prospective buyers to get email notifications when a home they are interested in becomes available—a house just like yours!
- **Featured & New Listings:** Our websites include a featured and new listings section for Whidbey Island, Anacortes and surrounding area homes and properties for sale. It's one more way for potential buyers to see and view your home's listing.
- **Property Search:** Someone is looking for a house like yours and our website makes it easy to find. The search feature of our websites are used to search all home and property listings for sale on Whidbey Island and the surrounding areas—it is updated every 15 mins. to ensure the visibility of your home to potential buyers.
- **Buyers can search by:** property type, land, commercial, residential, farm, manufactured, condos, multi-family, area, county, city, neighborhood, price, open houses, bank owned, timeshare, common property features, year built, acreage, home style, waterfront, & more.





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SINGLE PROPERTY WEBSITES

Your Home will be displayed in the best way possible. Potential buyers will be directed to your home's own single property website from a variety of locations, such as social media and emails.

- **Features:** property type, lot size, year built, roof type, property subtypes, MLS #, new construction, and # of rooms.
- **Maps:** Google Map location of your house.
- **Brochure:** ability to download & print your home's brochure.
- **Photos:** a slideshow of the home's interior, exterior, and other photographs, if available.
- **Market Video Report:** buyers can learn about Whidbey's local market.
- **Follow Listing:** Buyers will be notified of price changes, status, open houses, etc.
- **Schools:** The option to search by high school, middle school, or elementary, via Google Maps, based on the location of your home.
- **Local Video Tour:** buyers can learn about the community.

270 Kineth Point Place
Coupeville, WA

FOR SALE

PROPERTY VIDEO | DESCRIPTION | PHOTOS | MAPS & LOCAL | SCHOOLS | PRINT BROCHURE | MARKET REPORT VIDEO

FOLLOW THIS HOME!

SCHEDULE A SHOWING/REQUEST INFO

3D VIRTUAL HOME TOUR

SEARCH ALL HOMES FOR SALE

COURTNEY HOMES FOR SALE

OAK HARBOR HOMES FOR SALE

AMCORTER HOMES FOR SALE

FIND A RENTAL PROPERTY

FREE HOME VALUES

PRESENTED BY:

Johnny Adkins
COLDWELL BANKER
KOEKJE REAL ESTATE
360-944-8142
OFFICE: 360-876-5888
MLS #: 930312

270 Kineth Point Pl

Explore 3D Space

3D Showcase

FOR FOLLOW THIS HOME!

SCHEDULE A SHOWING/REQUEST INFO

3D VIRTUAL HOME TOUR

SEARCH ALL HOMES FOR SALE

COURTNEY HOMES FOR SALE

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PROPERTY VIDEO | DESCRIPTION | PHOTOS | MAPS & LOCAL | SCHOOLS | PRINT BROCHURE | MARKET REPORT VIDEO

\$1,895,000 | 3 BEDROOMS | 3 (2 full, 1 half) BATHROOMS | 4230 SQUARE FEET

The Ultimate in Luxury Waterfront Living! Classic style with magnificent natural materials throughout. Casually situated in a lush of enchanted gardens & grounds featuring an artistry studio, 2nd floor Polo, waterfalls, pathways and landscaped patios which frame stunning views of Mt. Baker, Fern Cove, Seaview Park, etc. yachts, eagles & more. Amazing sunrise! Direct beach access leading to great Clamming & Crabbing! Live the dream! SIGNIFICANT: A MUST SEE! Located on beautiful Whidbey Island.

FEATURE LIST:

PROPERTY TYPE: RESIDENTIAL

MLS #: 930312

LOT SIZE: 1.06 ACRES

PROPERTY SUBTYPE: SINGLE FAMILY ATTACHED

YEAR BUILT: 2002

QUESTIONS? SCHEDULE A SHOWING!



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RAPID RESPONSE

Anything faster would require mind reading!

Listing your property with Coldwell Banker Koetje Real Estate puts you at a tremendous competitive advantage! When site visitors have questions about your listing on our site, they'll get answers — fast. The **Coldwell Banker®** Online Rapid Response system enables us to respond to an inquiry about your property listing in minutes.

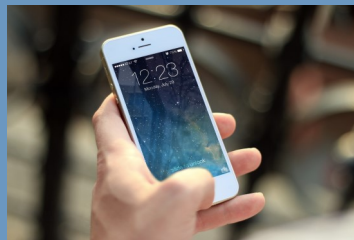
It's a more efficient way to market your house online.



See a house
you like online



You request
additional
information



Our Broker
gets an alert,
instantly, on
their cell
phone



You get a rapid
response



KOETJE REAL ESTATE SOCIAL MEDIA

ISSUU

An interactive, social networking platform that we use to electronically publish an exclusive, monthly, property guide. Buyers can interact with the issue, turning pages, clicking to see a home's landing page, etc. Hardcopies are distributed to high traffic areas throughout town.

PINTEREST

Your home will have photo or video featured on CB Koetje's Pinterest account. Some text may be included about a highlight of a room or of the home. The photo will link to the landing page of your home.

YOUTUBE

A video tour of your home will be uploaded and displayed on the Coldwell Banker Koetje Real Estate channel—as well as Coldwell Banker's "On Location" channel which allows people to search for homes within a specific area.

TWITTER

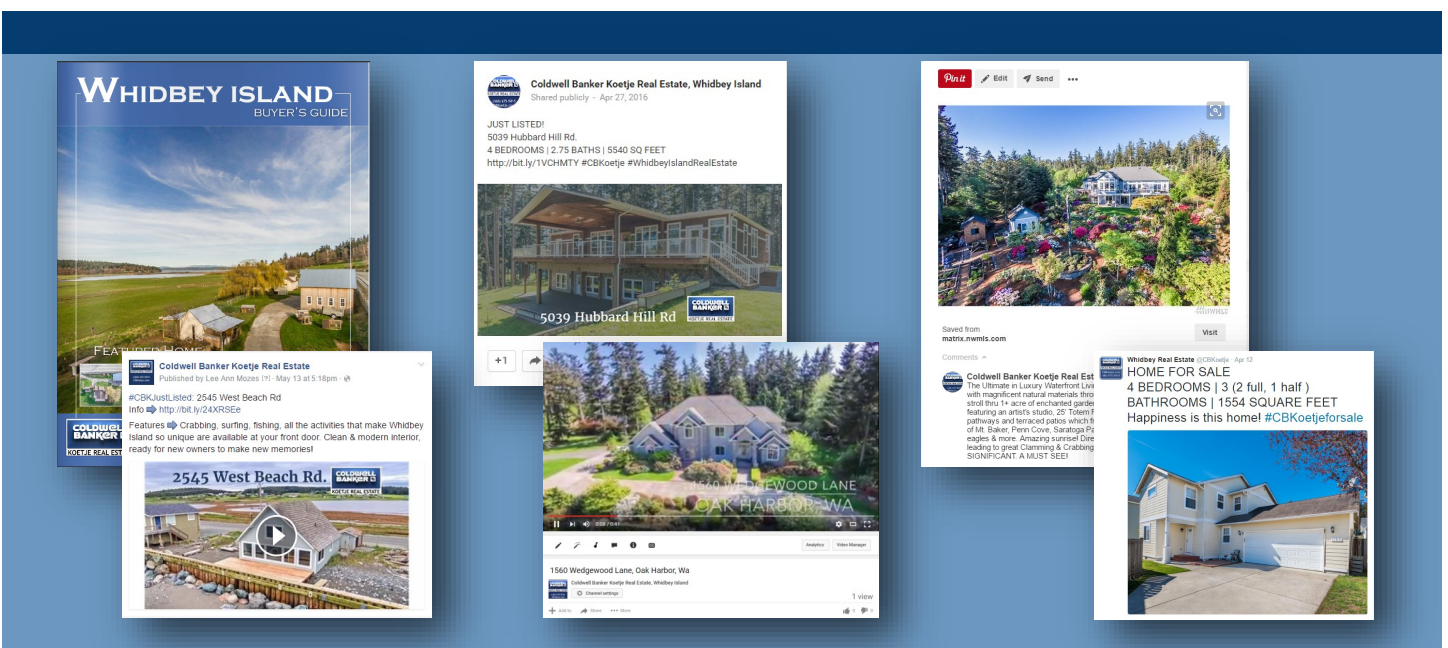
Photos of your home will be posted via tweets, to lead back to the landing page for your home. Maximum exposure of your home will be reached with trending hashtags, to meet the audience for the buying market.

GOOGLE +

Description and links to your home's individual landing page will be displayed on CB Koetje's Google Plus account. Your home will be one click away!

FACEBOOK

Coldwell Banker Koetje Real Estate maximizes the visibility of the posts for your home, by studying and monitoring the trends of facebook traffic for our demographics. Visibility will also be maximized by the "sharing" and tagging of your home's post.





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HOME TOURS

Home Exposure to the Professionals

Connecting with other agencies and other members of the team is a way to increase the exposure of your home to buyers working with other brokers.

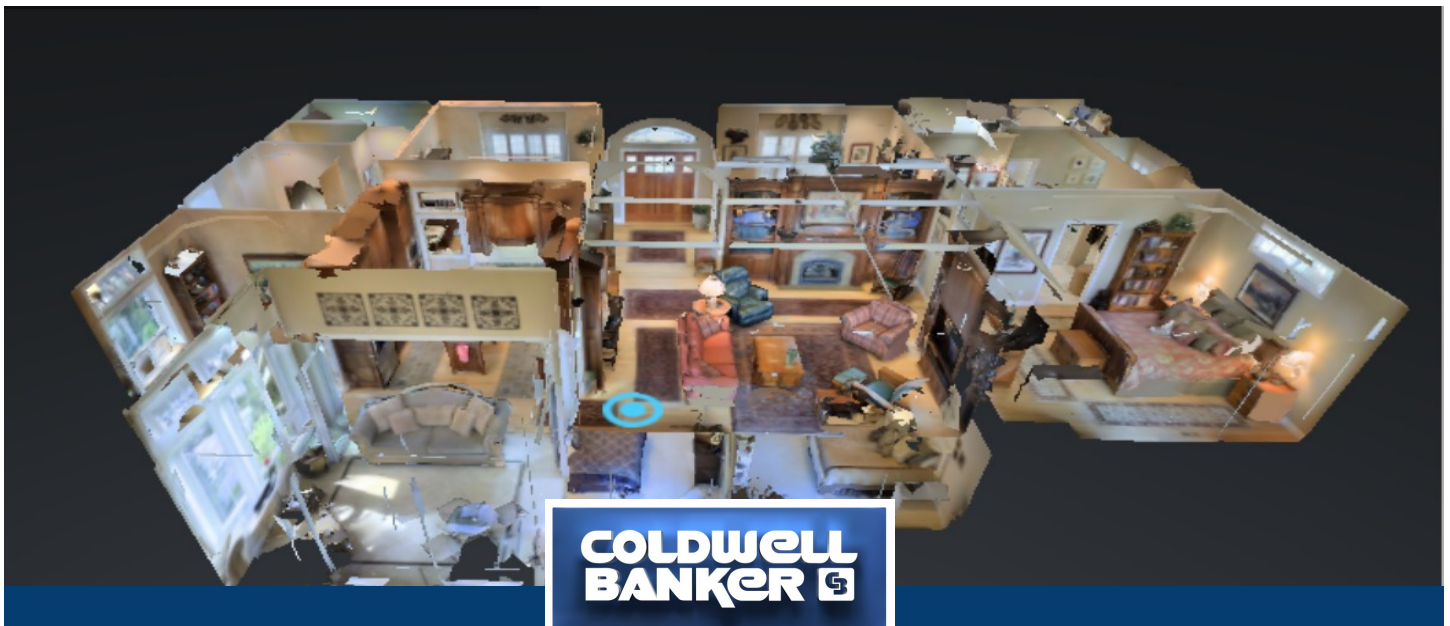
Office Tours—exposure to brokers in the process of finding homes for their buyers.

Your home will be presented to other brokers in our office, not just by description or by the professional photos, but also by a tour. Our office takes the time to go out and see every new listing so that we are informed about what is on the market.

MLS Tours—exposure to brokers from other agencies in the process of finding homes for their buyers.

This tour allows the same opportunities that the office tours do but on a wider spectrum. Your home will reach a broker audience of real estate professionals that have prospective buyers, who may be looking for a home or property just like yours.





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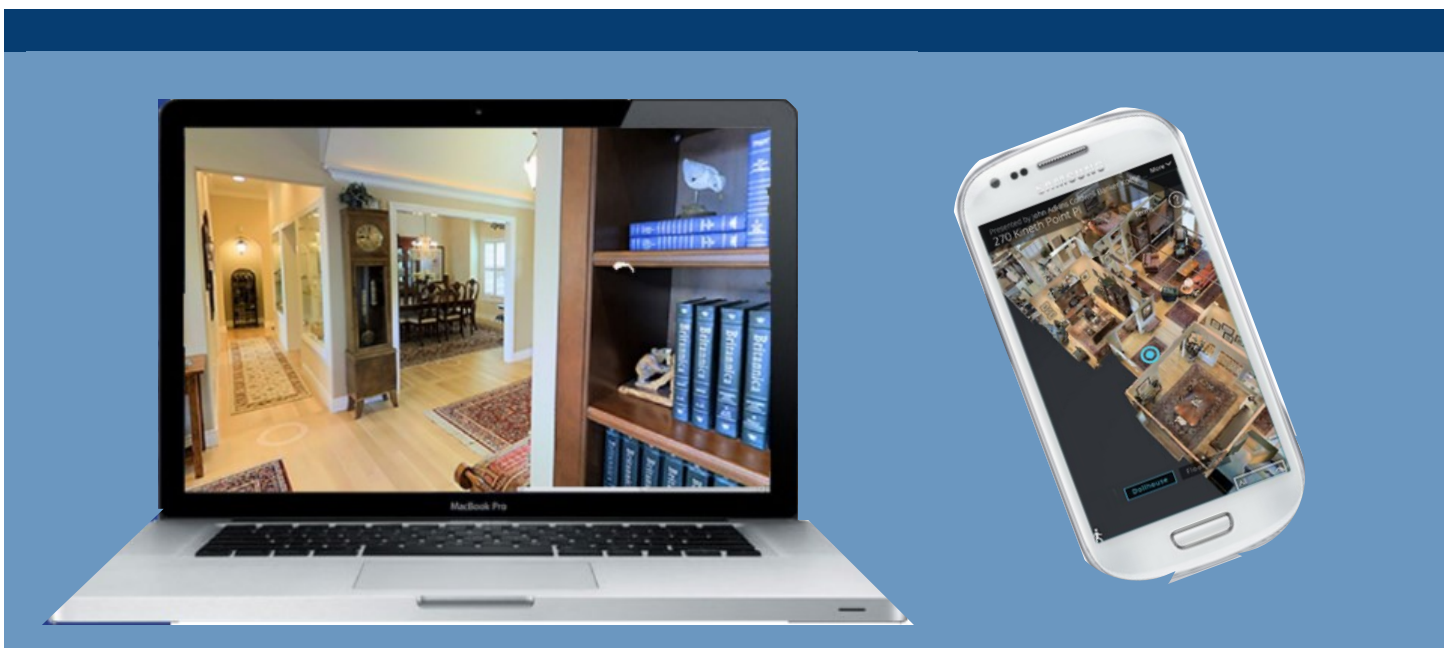
3D VIRTUAL TOURS

Your Home's 3D Experience: <https://my.matterport.com/show/?m=nPT9qk1AANf>

- **Desktop:** navigate the home using your mouse or arrow keys on your keyboard
 - **Mobile & Tablet:** tap through the home to move

Transport yourself into the home and “walk” through the space—just as if you are actually there! This cutting edge technology is just another tool that we are offering our buyers and sellers in order to sell homes more efficiently.

- Engages potential buyers to “experience” the home and spend time exploring
- Broadens the reach of homes by allowing buyers who aren't local (but soon will be) to see the house without “seeing” the house.
- Generates more interest and views of properties
- And it's just plain cool!



Story of This Home

In 1990, my husband and I decided to move to Springfield because of its great public school system, and we fell in love with this house when we first saw it. And my favorite part of this home is the backyard—the lake. The lake is shared with the neighbors surrounding it. The view from our deck is just exceptional! During the summer, we spent countless hours kayaking and swimming in the pond.



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TELL YOUR HOME'S STORY WITH ColdwellBanker.com

Nobody knows the story of your home better than you. Upload your own photos, videos and stories to your property page and capture your home's character and personality—exclusively on the Coldwell Banker Digital Platforms.

Seller stories can be the single most powerful element in marketing a listing.

Stories are what sets a home apart from the rest of the market. Log into www.coldwellbanker.com and share your unique insight.

STORIES, IMAGES & VIDEOS THAT CAN HELP MARKET YOUR HOME

- An occasion you enjoyed in the home
- Your thoughts on the neighborhood and the community
- Your favorite spot and reasons why it's awesome
 - Your special memories
- Where you spend most of your time when you are home
 - The yard through all seasons of the year
- Light streaming through the windows early in the morning or late in the evening
 - Garden parties or gatherings on the deck or patio
 - Before/After photos of major renovations or additions
 - Letter to the next owner of the home

The CBx Effect



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CBx—MARKETING

Using CBx we will market your home using our local expertise and Big Data. We will use social advertising to put your home in front of the right people, in the right towns, who are likely to move residences in the near future.

- Identifies the ideal buyer based on a custom demographic profile that includes probable age, family size & household income
- Identifies the top 3 markets that are most likely to produce where the ideal buyer will come from
- Has the ability to use facebook to track down the perfect buyer for your home

YOUR HOME BUYER PROFILE

Give your seller a dynamic view of who their buyer might be by customizing this view of their zip code or neighborhood, with real-time data independent of the following companies including, but not limited to, OnBoard Informatics, Google, ESRI, LeadRouter, and Experian.

Tap the circles next to the points you want to include in this presentation. Next, generate a map to show the towns that best match your selected profile and spotlight the top three areas, according to the US Census Report, of possible homeowner origination.

<input type="radio"/> Median Age of Residents: 46.82	<input type="radio"/> Average Household Income: \$133,851
<input type="radio"/> Average Education Reached: High School Graduate	<input type="radio"/> Median Mortgage Debt: \$0
<input type="radio"/> Homes with Children: 34.43%	<input type="radio"/> Increase in Residents Income: 17% ↑
<input type="radio"/> Average Family Size: 3.4	<input type="radio"/> MAP THIS BUYER PROFILE
<input type="radio"/> Total Population in Families: 3,138	
<input type="radio"/> Median Commute Time: 0 minutes	

LOCAL BUYER TRENDS

Overlay valuable buyer information on your maps and highlight the top three counties that are moving into your seller's county.

<input type="radio"/> Top 3 Areas Moving to Morris Essex, Passaic, Asia	<input type="radio"/> Zip Code Profile for: 07936 <ul style="list-style-type: none">• 33% Savvy Suburbanites ⓘ• 21% Top Tier ⓘ• 18% Pleasantville ⓘ
<input type="radio"/> Coldwell Banker® Buyer Inquires Submitted in Last 14 Days for 07936: 99	

[VIEW SOURCES](#)

LeadRouter, and Experian. The data is believed to be accurate, but this information is not guaranteed, nor has it been independently certified by Coldwell Banker Real Estate LLC.

RECENTLY SOLD FOR \$



REAL ESTATE WEBSITES

You will find your home listed on many real estate websites, promoted worldwide!

CBKoetje.com | WhidbeyIslandRealty.com | WhidbeyRealEstate.com

Homefinder.com | Frontdoor.com | OpenHouse.com | Hotpads.com | MSN.com | Homes.com

Cyberhomes.com | ABC.go.com | Military.com | MyRealty.com | Relocation.com

REmilitary.com

AND MANY MORE

