

MARKETING YOUR HOME

People Have to See It. People Have to Like It.
And We Need to Keep Their Attention. ♡



CUSTOM PROPERTY BROCHURES



Every brochure is personally designed and customized for your home. Our goal is to create a polished, memorable piece that stands out—even after buyers have toured multiple homes and are reviewing their options.

YOUR OWN PROPERTY WEBSITE



Your home receives a dedicated property page that allows me to showcase more than buyers may see on traditional real estate websites. It also gives me a focused destination for advertising—keeping attention on your property.

STRATEGIC PAID ADVERTISING



I invest in advertising designed around your individual property and its likely buyers. This may include digital advertising, Residence Magazine, and other targeted opportunities when appropriate.

SOCIAL MEDIA EXPOSURE



Your property will be promoted through social media as part of the overall marketing strategy, with content designed to showcase your home and expand its visibility.

YOUR NETWORK MATTERS, TOO!



I'll provide you with an easy-to-share link and information about your property. Share it with your network through social media, email, text, or wherever appropriate. You never know where the right connection may come from!

NO COOKIE-CUTTER MARKETING HERE



Every home is different. I consider the property, price point, market conditions, and likely buyer audience when determining where and how to focus our marketing efforts.

MARKETING IS ONLY HALF THE JOB. YOU SHOULD KNOW WHAT'S HAPPENING, TOO. ♡



Like clockwork!
You'll usually receive your update each Monday. Consistency you can count on.

YOUR WEEKLY SELLER UPDATE

Typically each Monday, you can expect an update summarizing activity and efforts related to your property, which may include:



SHOWINGS
How many showings took place



BUYER FEEDBACK
What buyers are saying about your home



OPEN HOUSE ACTIVITY
Traffic and feedback from open houses



MARKET ACTIVITY
Latest market trends and insights



ADVERTISING
Ads placed and performance updates



MARKETING EFFORTS
What I did to promote your property



BROCHURE UPDATES
Design, printing, and distribution status



NEXT STEPS
What's ahead and what we're planning

We use multiple channels to showcase your home to the right buyers.



MLS



WEBSITES



SOCIAL MEDIA



DIGITAL ADS



PRINT



TAILORED. TARGETED. STRATEGIC.
Thoughtful marketing designed specifically for your home. ♡

CUSTOM MARKETING. CONSISTENT COMMUNICATION.

A Thoughtful Strategy Built Around Your Home. ♡



My goal isn't simply to put your property on the market.



It's to actively market it with a plan designed for your success.



It's to keep you informed every step of the way with clear updates.



It's to evaluate, adjust when needed, and achieve results.

Your confidence and involvement make all the difference. Thank you! ♡



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