

MARKETING PLAN

BROWNBROWNREALTY.COM

Presented by

BROWN & BROWN REALTY

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Thank You!

Thank you for taking the time to review this plan. We have sent you these materials in advance of our meeting so that you will know a little more about us, our services, and the benefits they will bring to you.

Please understand, we take our business very seriously, and we are passionate about what we do. Our goal is to have you walk away trusting that we will be your go-to Real Estate Professional for life. As other agents grow frustrated with the surge of technology, we here at Brown & Brown Realty embrace it, educate ourselves regularly, and implement what we learn. We thrive on providing a level of service to our clients where, unfortunately, many other agents fail.

We run our business like a business, not a part-time hobby. It's a full-time career for us, and we dedicate 100% of our time and energy to ensuring that we are thoroughly knowledgeable not only in Real Estate and the current market changes, but also in recognizing new innovations, technology, and digital marketing trends.



Selling your home is one of the largest financial decisions that you will ever make. Please let us assure you that while selling your home, your personal and financial interests are our main objective. Our goal is to make the sale of your home as seamless as possible.

Dean & Karen and their son Landon and daughter Naomi live and breathe real estate. In fact, Landon and Naomi may not know it but they are realtors in training. ;) We love our calling of serving property owners.

We look forward to working with you,

Dean, Karen, Landon and Naomi

Meet Our Team



DEAN BROWN

BROKER & OWNER

Dean is married to Karen and is a dad to Landon (10), Naomi (6), as well as 2 Yorkshire Terriers (terrorists ;). He grew up in North Carolina and couldn't wait to get out of abject poverty and into Air Force where he excelled and received his Bachelor's and Master's degrees. the land of country music.

While he was serving as a Professional Military Education Instructor, in England, he played professional soccer for 5 years. He loved the Air Force and playing soccer professionally, but is really enjoying helping his clients sell their properties. Dean has 16 years real estate experience. Dean and his wife Karen are also local real estate investors.



KAREN BROWN

OWNER & REALTOR

Karen is married to Dean and is a mom to Landon (10), Naomi (6), as well as 2 Yorkshire Terriers, Reese and Riley. She grew up in Brentwood, TN. She loves horses and her uncle owned "Super Stock", the grand national champion Tennessee Walking Horse. She loves horseback riding, going to her daughter's gymnastics events and her son's 4H and STEM challenges. Karen has a Bachelor's degree in Hotel Management, and worked for the Westin Fort Lauderdale, Boca Raton Marriot, and the Sheraton Downtown Nashville. Karen has 17 years real estate experience, and can't wait to help you with all of your real estate needs.

A background image showing three people in a professional setting, likely a meeting or office. A woman on the left is looking towards a man in the center, who is looking towards another man on the right. They are all smiling and appear to be engaged in a conversation. The text 'Easy Exit Listing Agreement' is overlaid in a large, blue, cursive font.

Easy Exit Listing Agreement

Take the risk and fear out of listing your home!



No Penalty



No Extra Fees



No Hassle

Because a number of the homes we sell were previously listed with another agent, we often hear stories of consumers who were frustrated with the other agent. Often the other agent tried to hold their feet to the fire with a listing agreement that can't be cancelled or large cancellation fees you would have to pay. We wouldn't want to put any of our clients through that experience. When you are ready to sell your home make sure the REALTOR® you hire offers an Easy Exit Listing Agreement.



Getting Your Property Prepped and Ready to Hit the Market

Creating the marketing hype for your property –

Our job is to make sure that your home is ready and presented in a manner that will create “hype” around your home. The more we do prior to putting your home on the market, the more likely you are to receive top dollar for your property.

This will also ensure we know and take care of any issues that can become problematic during the escrow process. Being aware of any potential issue that could possibly affect your bottom line is essential so that there are no “surprises” down the road.

We have a comprehensive list of specialists, tradesmen, and subcontractors that we or our clients have used in the past. They can do anything and everything for you to help this process be as seamless as possible (any work done will be an additional cost).

We provide an optional staging consultation to ensure your property is shown to the absolute best of its ability to help you end up with more offers, better terms and a higher price for your home!



We provide an all-inclusive service to help organize and maintain any project you need including but not limited to; staging, window cleaning, gardener, painter, handyman, landscaper, specialized tradesmen, electrician, termite inspector, home inspector, and much more!

BROWN & BROWN REALTY'S

Comprehensive Marketing Plan

A Comprehensive Marketing Plan has several different elements. In the following pages we will break them down and take a deeper dive into each aspect of the plan.



CLIENT CARE & COMMUNICATION

We'll be your partner as we work together to get you the best price in a timely fashion. While we market your home, we know you want to be informed and involved. We will outline our system for metrics and communicating our marketing performance.



HIGH-QUALITY MARKETING MATERIALS

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide top of the line digital and physical assets.



TAPPING INTO THE POWER OF SOCIAL MEDIA

Using our process, we get thousands of hits and shares per month. Your home will be exposed to a broad—yet targeted—audience.



ENGAGING THE REAL ESTATE COMMUNITY

Through our massive online and social media campaigns, we access thousands of buyers directly. But we also take pains to engage the real estate community..



TRADITIONAL MARKETING ON STEROIDS

Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective.

Testimonials



Mark McCoy
about 5 months ago



5 Stars!!! ★★★★★ Brown & Brown are the HARDEST workers in real estate! They went way above and beyond their job description to help us buy the perfect home in a very competitive seller's market. Dean's negotiating skills are world class and obviously VERY effective! But, above all that, Dean and Karen treated us like we were the most important people in the world! That is why I have already recommend Brown & Brown to ALL of my family and friends, and I highly recommend them to you too!!!! Feel free to DM me and ask me anything about my AMAZING experience with Brown & Brown.



Sanela Cehaic
about 6 months ago



They really listen and help you find what you are looking for . They found us our forever home. They are professional and responsive. Highly recommend them.

👍 1 💬 1 ➦ Share



Vicki Garrett Harmon
about 4 years ago



They made every bit of my transition moving to Tennessee so much more possible. Not only did they find me the perfect land to build on and an awesome builder to build our house... they helped find schools for my kids, churches for my family , places to eat and even the perfect rental property for our family and our horse and other animals. Could NOT have found anyone better! Forever grateful !



Brandi Holt Qualls
about a year ago



Dean and Karen are the best agents bar'none! They not only helped us sell our home, we also purchased our new home during the Covid-19 pandemic. They were wonderful! I would say that if you don't hire them, you are missing out. I can't imagine a more knowledgeable and professional group of agents.



Kasey Moll
about 11 months ago



Karen is unmatched! She is everything you could want during the home buying process and so much more. She took the time to get to know our family, asked questions, and made us feel like she genuinely cared. Her communication and response time made us feel like we were her highest priority. She was always honest with us and trustworthy, giving us the comfort needed during what is typically a stressful experience and making it so smooth for us. We absolutely love Karen and would recommend her to everyone! Don't let anyone but Brown & Brown Realty represent you if you want the best experience possible.

Client Care and Communication

As your partner, we offer our expertise to help you make good decisions about the sale of your home and avoid costly mistakes. It starts with making sure your home is presented to its best advantage:

- 360 Degree Picture Virtual Walk Through of the property
- Property Plat and Floor Plans, measurements both inside and outside
- In-depth analysis and expert advice on pricing strategy for optimal results
- Free consultation with Home Designer / Stager (if needed)
- Professional staging services available as needed to attract buyers (optional full staging available at extra charge)
- Expert Digital Marketing to maximize online presence
- Checklist of recommended changes to your home to ensure optimal pricing
- List of reputable vendors for any work required
- Meeting to identify your home's upgrades and features that you as the homeowner find important
- Buyer Avatar for target marketing of your property
- Synched lock box to track Realtor showings and elicit feedback the next business day, which is then sent to you to keep you in the loop

While we market your property, we know you want to be informed and involved. To keep communications flowing, we'll:

- Send a report on our marketing efforts and results twice per week
- Inform you of any market changes, mortgage rate fluctuations, sales trends, absorption rate, or any other factors that may affect the value or marketability of your property
- Provide you marketing materials to share with your neighbors, connections and on your personal Facebook page and other social media sources (Twitter, LinkedIn, Instagram, etc.)

High-Quality Marketing Materials

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide:

- Professional photographer to capture the most flattering interior and exterior images
- Professional videography to create a high definition 2 to 4-minute virtual property tour with description of your home
- A high quality, full color four-page brochure featuring your home
- An individual property website which includes:
 - Printable Brochures
 - Photo Gallery
 - Virtual Tour
 - Property Map
 - Reports for out-of-town buyers showing nearby amenities, school scores and distance, community information, city demographics, and a "contact me" button
- Luxurious lawn sign with solar lighting and a customized texting feature directed to your home's website
- Search engine optimization (SEO) of all marketing materials for maximum online exposure
- All materials will be cell phone compatible (91% of buyers use cell phones in their home search)
- Online mortgage calculator to help buyers decide if they can afford to purchase your property (website and mobile app)





Tapping the Power of Social Media and the Internet

A 2019 NAR report stated that over 90% of buyers find their new home online—and about 80% are using their mobile devices to search. Many agents do not understand how to use these platforms effectively. Using our process, we get thousands of hits and shares per month, and your home will be exposed to a broad—yet targeted—audience by:

- Pre-market information to potential buyers currently searching with Coming Soon campaign
- Virtual property tour added to our YouTube channel with description crafted to enhance search engine optimization (SEO)
- Boost Target Market paid advertisement on social media featuring the property tour video which generates over 50,000 + views, comments, likes and shares
- Creating cookies on the backend of the marketing to capture target audience
- Online syndication that includes Realtor.com, Zillow, Trulia, Facebook, YouTube, Craigslist, Brown & Brown Realty, Oodle, HotPad, and Backpages, with weekly posts and updates to keep your home in top spots
- Paid listing enhancements to keep your property in prime position on these sites
- Back end access to major real estate sites to create unique, attractive postings that are more accurate than MLS information
- Weekly Facebook Ad campaign exclusively to people who are categorized with an “Interested in Moving” residential profile per Facebook analytics
- Instagram posts about your home to reach the Millennial and Gen Y market
- Contests and giveaways on social media promoting your home's virtual tour
- Virtual tour and photos on www.BrownaandBrownRealty.com with description written to enhance search engine optimization
- Constant analysis of online traffic data to tweak your campaign to increase traffic and conversion rates
- Craigslist ads posted locally and out of the area twice per week.
- Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email
- Target market potential buyers (buyer avatar) to determine who is the most likely buyer willing to pay the highest price both locally and out of the area.

Engaging the Real Estate Community

Through our massive online and social media campaigns, we access thousands of buyers directly. But we also take pains to engage the real estate community.

- Cooperate with all Real Estate companies in Coffee, Davidson, Giles, Williamson and surrounding counties using multiple MLS services
- E-flyers sent to local and out of area agents with Barcode feature that brings them directly to your home's website
- Promote your property directly to the top 100 Realtors in all surrounding counties
- Contact preferred lenders for any prospective buyers in their network
- Email "Just Listed" e-flyer with links to your home's website to thousands of local affiliates and partners in our database



- Contact agents to request feedback after home is shown, which we then forward to you
- Perform a reverse prospecting search to identify prospective buyers in MLS



Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective. In our campaign, we also:

- Send direct mail and email flyers about your home to our database of clients
- Contact Brown & Brown Realty leads, centers of influence, i.e. family, friends, community leaders and past clients for potential buyers
- Mass mail an 8 ½ x 11 colored glossy "Coming Soon" postcard to people in your specific neighborhood
- Hand deliver high quality, 4-page colored brochures to your immediate neighbors with a "Pick Your Neighbor" letter attached and text feature
- 4-page colored brochures featuring your home's highlights
- Mass mail "Just Listed" cards to your neighborhood and target areas

Traditional Marketing on Steroids



Behind the Scenes

While all this activity is happening, we're also working behind the scenes to make sure your home gets the most exposure so it sells at the best price in a timely manner. We also gather all information necessary to ensure a smooth transaction. To that end, we:

- Immediately send video responses to buyer leads via email and text
- Improve the marketing of any under-performing marketing campaigns by analyzing & viewing results of campaigns
- Meet weekly with the team to keep on top of each step in the marketing campaign of your home
- Price the property correctly the first time to widen the window of buyer showings
- Reassess pricing if online traffic is not converting into offline tours
- Answer any questions that arise throughout the transaction
- Use infra-red technology of Supra Lockbox to monitor agent showings to get fast feedback
- Research ownership and deed type from Title Company
- Research property's current land use, zoning, deed restrictions and easements
- Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agent on MLS printout
- Verify that your property is free of all liens. Once the sale of your home is pending, we stay proactive, not reactive, to make sure the process goes smoothly and efficiently by:
 - Verification with agent and lender to ensure buyer is properly qualified, ready and able to purchase (verified employment, reviewed taxes, bank statements, credit report, 1003, etc.) before accepting the offer
 - Bi-weekly communication via e-mail about status and progress of sale
 - Text message and e-mail reminders to you about appointments and deadlines of escrow, seller disclosures, buyer inspections, appraisal report, buyer final walk through, signing loan documents, and final closing documents
- Constant communication w/ cooperating agent and Lender to give accurate feedback to seller about status of loan, and escrow

The Key Steps to Selling Your Home

Innovative Marketing Plan

- Determine & Initiate pricing strategy
- Evaluate property demographics to help determine pricing
- Discuss our detailed marketing plan with seller
- Create all marketing & get approval from seller
- Place yard signs and marketing on property
- Monitor and Evaluate results of marketing activities twice a week
- Revise marketing plan and pricing strategy as necessary
- All Vendors if Needed - Stager, Window/Home Cleaner, Painter, Handyman, Home Inspections, Gardener, Appraisers & Much More...



The Selling Process

- Evaluate and determine your needs and priorities
- Confirm that all decision makers agree and are on title
- Review agency choices and select the relationships that work best for you
- Discuss home improvements and recommendations (repairs, home staging, etc..)
- Detailed discussions of "What to Expect" and timelines of events happening with your home
- Confirm tax roll matches specifications of your property (Acreage, Sq. Footage, bed count, etc...)
- Provide two copies of the keys
- We register the lock-box to your home and know who is showing your home at what time and ask for feedback after every showing

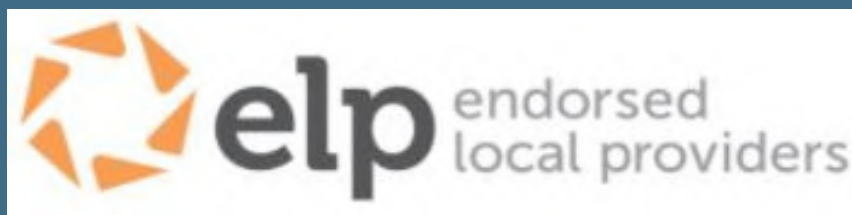
Receiving Offers on Your Property

- Review, compare and contrast the terms of all offers received
- Explain pros & cons of all offers
- Call lenders and buyer's agent to verify qualifications and motivation of the buyers
- Confirm lender qualification is accurate, fully underwritten and approved
- Confirm financing type will work for the property
- Make sure the closing date is realistic and works with the sellers needs and wants
- Counter all offers for "Highest and Best"
- Verify Proof of Funds are sufficient for buyer's down payment and closing costs
- Verify funds to pay the difference in appraised value if needed

Contract Accepted

- Open escrow; verify buyers earnest money
- Escrow instructions and order title reports
- Review inspections and buyers "Wish List"
- Complete any needed repairs
- Confirm receipt of contingency removals, inform sellers of receipt
- Send bi-weekly updates on the progress of closing to seller
- Meet weekly to review progress of closing
- Confirm docs have been drawn 10 days before the closing date
- Schedule final walk through before docs have been signed by all parties
- Send notifications of funding to all parties
- Send notification of recording
- Mark property sold on MLS Close out file & send seller copies
- Remove signs & lock-box





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