BALLMARK
REALTY

A 9-STEP MARKETING PLAN

The Plan to Get Your Home Sold



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> “A listing that didn’t sell is not a home that can’t sell.”

Pricing it right from day one matters. The longer a home sits on the market, the more money a seller tends to lose. Here's exactly how I market your home.

Each part of this plan replaces “list it and wait” with a launch built to win buyers in the first weeks.

The 9 steps

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STEP 1 OF 9

Data-Based Pricing Strategy

A review of sold market trends and a data-based pricing strategy aimed at getting your home sold in the shortest time possible.

> **Why it matters:** The right price from day one, based on what buyers actually paid nearby.



STEP 2 OF 9

Professional Staging Consultation

A professional staging consultation so every room shows at its best.

> **Why it matters:** Rooms with a clear purpose photograph better and show better.



STEP 3 OF 9

Professional Photography

Professional photos that compete online.

> **Why it matters:** Most buyers start on their phones. Your photos are the first showing.



STEP 4 OF 9

Neighborhood Postcard Campaign

A postcard campaign to your neighborhood announcing “Coming Soon,” “Just Listed,” and/or your open house.

> **Why it matters:** Neighbors talk, and some know someone who wants to live nearby.



STEP 5 OF 9

Facebook & Instagram Ads

Full social media marketing with targeted ads on Facebook and Instagram, for a full global marketing presence.

> **Why it matters:** Reaches buyers who aren’t searching the MLS yet.



STEP 6 OF 9

Your Home's Own Website

A dedicated splash-page website for your property, so buyers anywhere can find it.

> **Why it matters:** One link with every photo and detail, easy to share anywhere.



STEP 7 OF 9

YouTube Video Tour

A YouTube video featuring your home, reaching buyers worldwide.

> **Why it matters:** Busy and out-of-town buyers can tour before they visit.



STEP 8 OF 9

Opening Weekend Open House

A launch open house to build early momentum.

> **Why it matters:** A strong first weekend sets the tone for the whole listing.



STEP 9 OF 9

Weekly Traffic, Showing Feedback & Market Data Reporting

Weekly reports on traffic, showing feedback, and market data to guide ongoing pricing strategy.

> **Why it matters:** You'll always know what buyers are saying and what we're doing next.

Today's DFW market rewards a proactive plan.

It's not a market to put a sign in the yard and pray for a buyer.

If your home didn't sell the first time, the fix usually starts with an honest look at what happened, followed by a plan like this one.

FREE · NO OBLIGATION

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Scan the code or visit dougmatzke.ballmarkrealty.com/expired-listing-review. Or call or text 972-310-8308.

Doug Matzke, Realtor · Ballmark Realty
165 homes closed, and about a quarter of them hadn't sold the first time.
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