



Marketing

STRATEGY

Kacy Wallis
REAL ESTATE

You only have one chance to make a first impression home buyers.

Many agents and brokerages stumble on this step, costing their sellers real money when buyers don't value their home enough to make a solid offer. So how can you avoid this misstep?

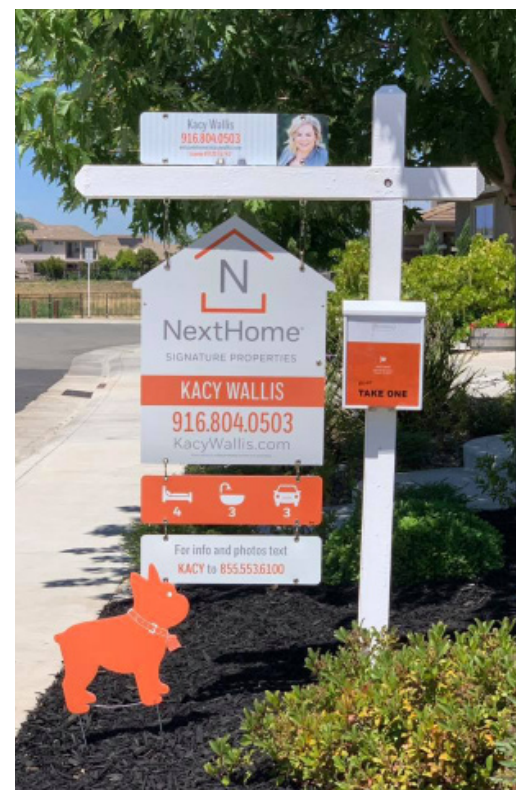
Much of the marketing campaign rests heavily on the consumer being able to find your property online....and find it with the right information. These pre-launch activities are designed to seed the marketplace, optimize for search engines, and position the property for the best possible impression right out the gate.

- “Coming Soon” teasers on social media.
- Staging consultation with professional, certified stager.
- Pre-listing inspections, repairs and certifications. Detailed deep cleaning.
- Draft the marketing narrative and lifestyle story for the property, location and neighborhood with client input.
- Staging and Amazon Alexa Echo Dots installation.
- Professional photography which may include Matterport 3D tours, drone, twilight photos.
- Prepare seller disclosures.
- Create home package for buyer's preview (disclosures, reports, property and neighborhood profile).



Now that you've done all the sweat equity to prepare the home, it's time to get it in front of as many buyers as possible. Launch activities are designed to do just that, **reach buyers and agents and get exposure on the market.**

- Property broadcast on MLS and through the National Listing Distribution to hundreds of websites, such as Zillow, Realtor.com, Redfin, etc.
- Creation of single property website and post listing on brokerage and agent website.
- Install company branded sign with text rider and Luke on the property.
- Create high quality, professionally printed home brochures.
- Post new listing marketing on Facebook and Instagram news feed and stories.
- Facebook ad campaign marketing property (ad will run for 30 days using three different images to split test for best results).
- Client shares link to single property website on Nextdoor, Facebook and other social media accounts.
- Host first weekend Open House experiences on Saturday and Sunday.
- Private showings as requested by buyers and agents.
- Host second weekend open house.



CONTINUED PROMOTION

Next 30 Days

The home's average days on market varies by season and location, but most listings will need promotion for at least 30 days.

It's important to continue to be present and promote the home, as you never know when a new buyer will be hitting the market.

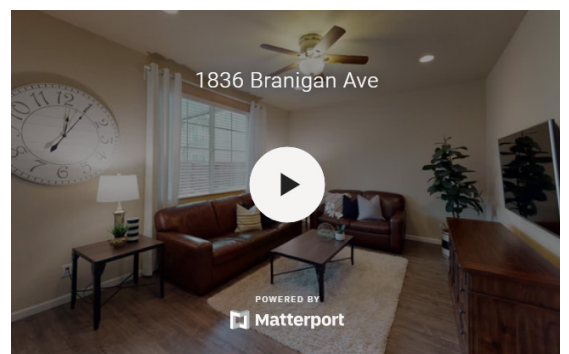
- Monitor traffic results of the National Listing Distribution, social media and website exposure.
- Continuous marketing via social media.
- Extend and alter Facebook ad campaign to gain new reach.
- Host broker tour.
- Continue private showings and weekend open houses until pending.
- Host wine and cheese evening open house.
- Provide updates on buyer and agent feedback from showings and open houses.
- Review market conditions, changes and price position.
- Qualify interested buyers and prepare presentation of offers.



Safety while selling, is our top priority during the COVID-19 pandemic.

We take the following precautions to ensure your home selling process during this pandemic is safe for all involved.

- Virtual seller consultation appointment options.
- Provide face masks, hand sanitizer, gloves, cleaning products, and shoe covers at all listings.
- Require all entrants to complete a Coronavirus Property Entry Advisory and Declaration Form.
- Showing agents are required to sanitize the home upon exit.
- Provide buyers with 3D Matterport Virtual Home tours, professional photography and drone footage to show all angles of the home.
- Supply buyers with a floorplan of the layout of the home.
- Eye-catching, professionally printed brochures in a flyer box on the sign post.
- Conduct virtual open houses.
- Maximize exposure on top-searched websites.
- All documents will be signed via DocUSign, an electronic, legal-binding digital signing program.
- Offer presentation meetings done virtually or by phone.
- Offers, negotiations, counters, addendums, and other paperwork are all done virtually.



Kacy Wallis

If you are looking for someone who is genuine and goes the extra mile, look no further!

We were referred to Kacy by a friend, and we owe them big now. With a new baby on the way, and new jobs allowing us to move further from our current home we thought it would be smart to sell and buy during the 2020 market boom.

Buying a new home was difficult. We put many offers in and had a heart broken a few times. Kacy guided us through with tremendous support! She was very sincere through the process! At the end we decided to go with a new build, and Kacy luckily had the right connections to get us in when someone else fell out of contract, giving us a large lot like we wanted. She gave great advice when we had our walkthroughs, and even snuck in pictures from time to time as the build progressed.

When it came time to sell our home, she brought in expert stagers, photographers, and her detailed-oriented touch. Our house did not last on the market long. We are now using Kacy's stager as an interior designer. We do not plan on moving anytime soon but would use Kacy again in a heartbeat! ??

- markie maldonado, Mar 16, 2021

After 16 years and two children later in what was supposed to be our 5 year home my family was beyond ready for a change. At first we thought that would be in the form of a remodel but on a whim I asked Kacy to run some numbers for us with little hope that it would amount to anything. Kacy quickly responded and we realized not only was a move doable but it made more sense. A remodel wasn't going to make our 1200 sq ft home bigger and with the equity we had in our house would cost about the same as buying a new house.

Thanks to Kacy, we've been in our dream home for 3 weeks now! Once we made the decision to sell our house and buy a new one Kacy was on it. If you are looking for a realtor who is as invested in getting you the house of your dreams as you are, then look no further, Kacy is it! Not only is she incredible at her job she is a delight to be around.

Selling and buying a home is a rollercoaster of a process under the best of circumstances but we chose to do this during the holiday season and my husband's busiest time at work, so the potential for stress was high. Kacy took so much of the stress off our shoulders and made sure we knew what was coming around each turn. She was more than accommodating, often showing me properties first, and if I liked one, finding a time that worked for my husband's jam packed schedule to reshow it to him. Through it all, Kacy was my coordinator, coach, advisor, cheerleader and my therapist. Sometimes all in one day.

The promotional resources she used to sell our home were next level, not only were the pictures amazing but the storybook format and 3D tours she created with them were incredible. That along with the advice from the professional stager she brought in on what we should fix and how to best present our home, created such a buzz that our house received multiple offers and sold the first week on the market.

We looked at a ton of houses. We never felt pressured to settle. Kacy wanted us to find the right house for us. She was patient and helped us realize more than once that we were trying to talk ourselves into liking a house because we were worried we may not find one, and with her guidance we, too, became more patient. She had really observed and listened with every showing and when the right house came on the market she couldn't wait to show it to us. It was everything we had been looking for and with the market being so competitive we didn't want to lose it. Kacy helped us craft an offer that stood out from the others, and as I said, we've been in our house for 3 weeks now. It's a dream and she is a dream of a realtor. If you are in the market, even if you're not sure you're in the market, reach out to her, I promise she will exceed your expectations!

- Chrissy Teater, Jan 12, 2021

MY REACH150 REVIEWS

Let me start by saying I've used many real estate agents in the past twenty years, but Kacy was by far the best we've had. She is knowledgeable, pro-active, responsive, encouraging and just a wonderful person to be around. My young daughters absolutely fell in love with her in about 5 minutes flat on the first home tour we did with her! Kacy came to us through a recommendation and we were not disappointed! From the start she was responsive, positive, encouraging and pro-active. Throughout the process she was fantastic to work with; she makes a stressful process as stress free and pleasurable as possible! She gave us great advice, encouraged us when we were discouraged, was lightning fast in her responses to our many, many texts and phone calls (even on her 20 year wedding anniversary!!) and was so engaged in our process it felt like we were her only clients. I cannot recommend her enough. We are in our dream home now because of her tireless efforts on our behalf.

- Emily Vaughan , Oct 24, 2020

We have been anticipating the home buying process for a while. As soon as we were ready to start, Kacy was on it! Within minutes of getting an idea of what we wanted, Kacy had sent a list of homes to look through. She remained on top of everything throughout the entire process. Whenever we had a question or concern, Kacy was always quick to respond and happy to help. Due to the special circumstances of our situation, our home buying process had the potential to be a disaster. We are so grateful to have had Kacy guiding us through and staying positive every step of the way.

- Rebecca Rise, Jul 29, 2020

Kacy was a breath of fresh air in the complicated world of real estate. She was on top of all the additional requirements with covid. She was always available to assist and was very communicative and fast to respond - these are the things that make the stress of selling and purchasing a home a bit easier. Her promotion materials for the home we sold were beautiful and very informative. We'd work with her again in a heartbeat!

- Jill Duffy, Jul 29, 2020

While I don't recommend putting your house on the market days before a pandemic brings everything to a halt, I can highly recommend hiring Kacy Wallis as your agent. Kacy's marketing skills are the best I've seen. When the pandemic stopped all the typical real estate strategies, Kacy came up with creative ways to sell our home virtually. The end result was an amazing representation of our home in a virtual tour, and ultimately we sold within 30 days on the market, above asking price! Kacy puts together a great package, and with her resources including staging and online marketing, she covers all bases in today's real estate world. She knows her markets and has the tools to sell your home. Easy to work with, great and frequent communication, we can't more highly recommend Kacy Wallis.

- Mark Moran, Jun 9, 2020

Kacy was absolutely amazing and a calm reassuring voice while trying to sell our home during the Corona Lock-down. Kacy was communicative, open, and a delight to work with. We are so grateful to have her as our sales agent.

- Thomas Sawyer, May 18, 2020



KACY WALLIS

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ABOUT ME

- Based in West Roseville.
- West Roseville resident for 9 years.
- Married for 21 years.
- 11 year old daughter.
- Glamper. Off-road enthusiast.
- Coffee obsessed.
- Lover of hoodies.
- Recovering horse addict.

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HONORS:

2019 PCAR Master's Club

Sept. 2019 NextHomie of the Month


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