

# Custom Marketing Plan

Our clients are often surprised by the level of creativity and commitment we bring to selling their home. We create a custom marketing plan for every property we list at O'Connor. From \$100,000 homes to \$1 million estates, we have the expertise to create the right marketing plan for you.

## **PROPERTY PRESENTATION**

We work directly with our clients to guarantee their property presents beautifully during showings.

## **PROFESSIONAL TALENT**

We employ a professional photographer for every photoshoot, and the copy for each listing is edited by a professional editor. We also work with professional companies to produce drone and video tours.

## **SOCIAL MEDIA**

In addition to the standard publication of MLS, Realtor.com and Zillow, properties receive exposure across our highly visible social media platforms.

## **MARKETING NEWSLETTER AND TARGETED BUYER EMAILS**

Our property-specific email newsletters have a reach of almost 13,000 subscribers, and targeting listing announcements are generated the minute a new property hits the MLS.

## **WINDOW DISPLAY**

It may feel old-fashioned, but it is still incredibly effective: Printed property listings are displayed in the front windows of the O'Connor office, which is located on the busiest, most walkable block in Corktown, adjacent to Slows, Sugar House and Astro Coffee, and across the street from Ford's new innovation hub at Michigan Central Station.

## **PRINT COLLATERAL**

In special instances, a property with a significant architectural pedigree or a condo development requires its own print marketing package. In line with the modern graphic design of our website, which was designed by local design powerhouse Midwest Common, our printed materials are smart, professional, effective and design-minded.

## **MEDIA EXPOSURE**

We have successfully placed significant properties and developments in the local and national media, thanks to extensive press contacts / relationships as well as an understanding of how to navigate the media industry.

## **TOURS AND OPEN HOUSES**

Our team will customize your marketing plan, which may, depending on the property and the market, include an open house or a broker's tour. We work well with other agents, and the marketing plan is aimed at maximizing the reach and exposure of your property.