



# Marketing Plan



THE McNAMARA GROUP

**kw**

KELLERWILLIAMS.  
865.966.5005



**elp** endorsed  
local providers

Connie McNamara - The McNamara Group - [KnoxvilleDreamHomes.com](http://KnoxvilleDreamHomes.com)

# Redefining Service in Real Estate

When we say we're "redefining service in real estate," we mean it! Our clients come first.

Selling a home in today's market can be challenging. Although there may be challenges, the great news is hundreds of homes are sold each week in our area. What's the difference between selling, or failing to sell, your home? The Details!

Whether it's our proven sales approach, effective marketing campaigns, or the use of our extensive network, no detail is overlooked at The McNamara Group. We pride ourselves in the use of technology and innovation to maximize the exposure of your home. We created this guide to help educate and empower you to make the right decision when selecting the best agent to market and sell your home.

There are many components to a successful real estate transaction; you can count on us to be there every step of the process and to make certain no detail is overlooked.

## We Offer:

- ❖ Complimentary Professional Photography.
- ❖ Complimentary Home Staging.
- ❖ Access to proven marketing tools to quickly sell your property.
- ❖ Assurance of a smooth transition to your new home.

**Now more than ever, who you work with matters!** With a proven track record, the right skill set, and years of experience, The McNamara Group has the right tools to successfully sell your home. If you're serious about selling your home, we're serious about getting the job done.

# The McNamara Group: Sales in 2018

102 Sold - \$17 Million in Sales







## **Total Career Experience**

**More than 1,100 Homes Sold - \$104.9 Million in Sales**

# Real Reviews & Social Proof of Our Success



## **SOLD IN 1 DAY: 2 SOLD AND 1 PURCHASED**

“We recently sold two houses and purchased one that was larger. Connie (and Carla) were awesome! Both homes sold within a week and one within one day! Connie spent many hours showing us potential new homes and we found the perfect house! Connie immediately addressed any concerns we had and the entire end to end process went beautifully. I highly recommend Connie for any realty need you may have !!!!! Connie did a great job in working with us to find our new dream home and to assist in the sell of my home. I would recommend her to anyone, a wonderful agent!!!!”

*Linda Lyle and Tony Williamson*

## **SOLD IN 1 DAY: AND DURING THE HOLIDAYS**

“Connie sold our home in 1 day!!! This is my advice to you: Listen to Connie...In her first trip to our house, she made several recommendations on what to do to get our house ready to sell. She also told us what not to do which likely saved us thousands of dollars and weeks-worth of work. Not only did Connie sell our home in 1 day but Connie sold our house in 1 day in the middle of the holiday season. In my opinion, this is what set her apart. After agreeing on a listing price, she sent an interior designer to our house who advised us on what to paint and what not to paint. She even picked out the color of paint that she thought would show the best. In addition, she made some recommendations on how to stage the house. The last thing I am going to say is that Connie did all the little things to make our home selling experience a good one. I am not going to tell you about all that because I do not want to ruin it for you but after it is all said and done you will not have any regrets about choosing Connie and you will understand why Connie is among the elite real estate agents in East Tennessee. Listen to Connie!!!”

*The Burchfields*

## **SOLD IN 3 WEEKS: FOCUSED ON OUR NEEDS**

“Connie McNamara sold our condo in 3 weeks! We are so thankful for her dedication and reliability; it felt as though we were the only house she was selling! We could always get a hold of her to answer our many questions, which was great considering this was our first home sale. Connie made selling our home simple and easy, and we have already recommended her to our friends and family. She was amazingly helpful and energetic in getting our home sold and we can't thank her enough. Thanks again Connie!”

*Jill & Kevin Bull*



### **SOLD FOR MORE: HIGHER THAN LIST PRICE**

“I want to let you know about my experience with Connie McNamara and her Team. First and foremost, I chose Connie because she is a Dave Ramsey ELP preferred provider. I owned a second home in Knoxville, TN, my son had moved to California, I live in Murfreesboro, TN and I needed to sell my house. I met with Connie and she immediately stated how the house could be staged, and was excited about listing my property. In a week, she provided a great online display of my home that I really could not even believe was my house! In less than 30 days I had a contract plus Connie provided great advice in the negotiation process. I even sold my house for more than I was hoping to get! I highly recommend Connie McNamara for any of your real estate needs.”

*Greg Lawson*

### **SOLD IN 15 DAYS: TEAM OF PROFESSIONALS**

“I had a great experience working with Connie's group. Connie listed my house on March 1st and had me a contract on the house by March 16th. The whole group was extremely knowledgeable and helped me get everything I needed when my house was sold. I would highly recommend the Connie McNamara Real Estate Group. Thank you so much for your professionalism and getting the house sold.”

*Doug Ford*

### **KNOWLEDGE & PROFESSIONALISM: INFORMED CONSUMER**

“Thank you so much, Connie for sharing of your vast knowledge. I don't think there was a single question you didn't know the answer to (and I had many)! If the other sales agents are of your caliber in professionalism, product knowledge and pride, then I am very certain it will be a successful operation. I did not feel (as I do in some communities) that you were giving me only the information you wanted me to have. Thank you for that. I like being an informed consumer, as I am sure most people do.”

*Lynn Palermo*

### **HIGHLY RECOMMEND : REFERRALS GREATEST COMPLIMENT**

“We would recommend Connie to anyone, without reservation. In fact, we have already recommended a friend and a family member to Connie! We found Connie to be very responsive to our needs and requests, easy to work with, very personable, and trustworthy. If you are looking for a realtor who you can relate to and who is not just out to make another buck, you should contact Connie.”

Margaret Chuinard & Lisa Ingle







The McNamara Group of Marketing  
Professionals make your home

STAND OUT





### **1. TEAM APPROACH/ YEARS OF EXPERIENCE**

A Team will always outperform an individual. The McNamara Group is well trained in customer service, sales and high level negotiations!



### **2. COMMUNICATION THAT COUNTS**

We pride ourselves on keeping our clients and everyone in the process informed. Our clients are our top priority and we will ensure you are accurately and regularly informed.



### **3. COMPLIMENTARY STAGING**

Staging has been proven to sell a home for more money in less time. Although staging is not easy for every home, we will guide you through the decision of choosing staging vendors or virtual staging.



### **4. COMPLIMENTARY PROFESSIONAL PHOTOGRAPHY**

Our photographers are some of the best in the business! They have won awards and provide aerial photography when applicable.



### **5. DETAILED PROPERTY DESCRIPTION**

Professionally designed McNamara Residential brochure will showcase your home in the best possible way.



### **6. YARD & DIRECTIONAL SIGNS**

Our signage will show your home is professionally represented with directed contact information to your listing.



### **7. 24/7 INFO TEXT RIDER**

Another way we empower buyers to get information they need about your property 24/7. It features "text for info" with a link to your property website.



### **8. CUSTOM, MULTIPLE WEBSITES & LANDING PAGES**

Landing pages on our website provide an additional marketing option for properties to have their own "page" on our website. This provides flexibility in showcasing the property. You will also find video virtual tour links.



### **9. SOCIAL MEDIA**

We use several social media platforms to advertise and market your property, open houses and special events or information.



### **10. PREMIERE EXPOSURE**

- Premiere exposure on:
- > Zillow
  - > Realtor.com
  - > Trulia.com
  - > KW.com
  - > KnoxvilleDream Homes.com



## 11. VIDEO/VIRTUAL TOUR MARKETING

Video is a popular means for advertising a home. It gives a buyer a different perspective of the home, its layout and floor plan. We will feature your home on video sites like YouTube and other applicable sites.



## 16. LOCAL BROKERAGE NETWORK

Not only do we have multiple offices in the area, we also network with other brokerage offices to market your property before it is even listed. We also make broker tours available as applicable



## 12. POST CARD MAILINGS

Our mailing campaign will showcase your home to your neighbors allowing them the opportunity to inform potential buyers they may know.



## 17. NATIONAL/INTERNATIONAL BROKERAGE NETWORK

Because The McNamara Group participates in the List Hub network, national & international brokerages will display your home on their websites. This gives your home even more exposure.



## 13. OPEN HOUSE

We will advertise online, through social media and invite local prospects to see your home. If we do it, we do it right, balloons and directional signs, refreshments and guest registration.



## 18. PROSPECTING BUYER DATABASE

On average, we have 1,000+ active buyers searching our website. We check their searches, narrow it down to 50-100 buyers that may be interested in your home and call them.



## 14. COMING SOON

We promote your coming soon listing via social media and top agents to encourage an even quicker sale.



## 19. HOME WARRANTY

Sell with peace of mind; covered service problems can be taken care of while also providing additional after-sale liability protection.



## 15. PRE-MARKETING EMAIL BLAST TO OUR DATABASE

Clean, simple and direct emails. They feature your home in the best light to agents, buyers and anyone interested in your home.



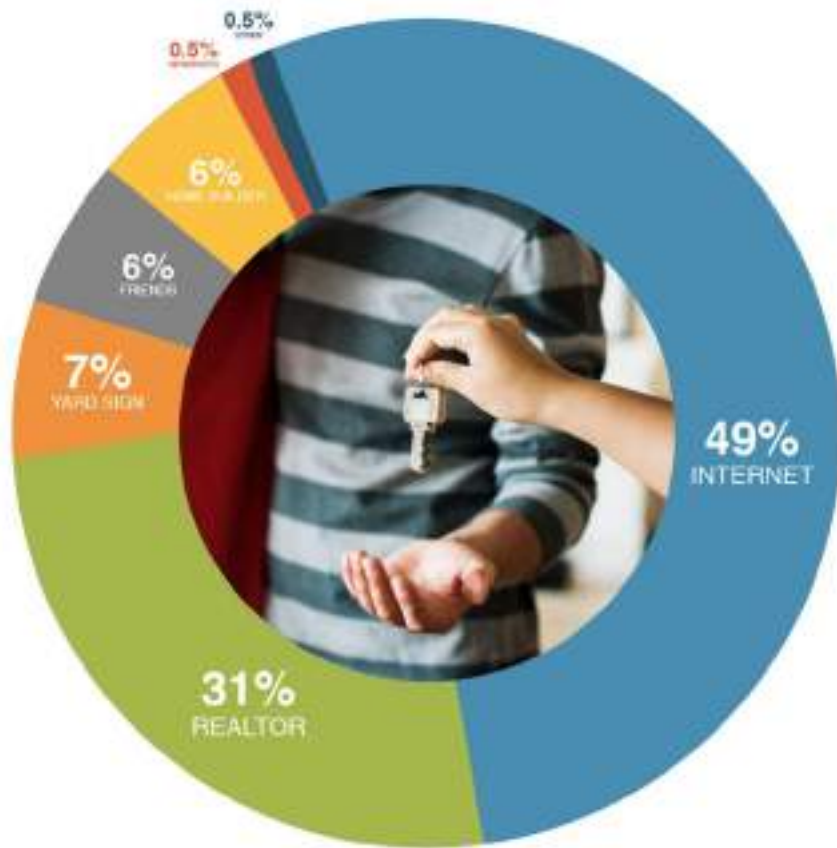
## 20. ACCURATE FEEDBACK

We will give you feedback received from prospective Buyers and agents regarding your home, to allow us to make needed changes to your home selling strategies.

# Complimentary Professional Photography

Professional Photography is essential when attracting buyers to your listing.





- 49% Internet
- 31% Realtor
- 7% Yard Sign
- 6% Friends, Family, Neighbor
- 6% Home Builder
- 0.5% Local Newspaper
- 0.5% Other

Source: National Association of REALTORS|Profile of Home Buyer's Guide 2018





# Property Interest Level to Maximize Profits



# Pricing Correctly to Maximize Profits





## Home Sale Timeline

### **Prelisting:**

- » Schedule an appointment & meet with The McNamara Group
- » Discuss the Best Strategy for selling
  - formal marketing presentation
  - property evaluation
  - appraisal / CMA
  - staging
  - professional photography
  - team walk through, market analysis completed
  - sales price established
  - listing agreement & disclosures

### **Listed and Active:**

- » Marketing Campaign started
- » Professional Photography taken
- » Signs installed
- » Submitted to Multiple Listing Service
- » Property Website Launched
- » Property Brochure Launched
- » Property Virtual Tour / Video
- » Direct Mail Campaign Launched
- » Print Campaigns Launched
- » Email Campaign Started
- » Office preview / broker preview & mega open house (when applicable)

### **Under Contract:**

- » Offer(s) received
- » Offer(s) negotiated
- » Offer accepted
- » Back up Offer(s) accepted
- » Inspections completed
- » Repairs negotiated
- » Appraisal completed
- » Contingencies removed
- » Property closes
- » Refer friends to The McNamara Group





# The McNamara Group Guarantee

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We guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs.

We identify those needs together, and our cancellation guarantee protects your right to end our relationship.



## THE McNAMARA GROUP

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Each Keller Williams office is independently owned and operated.