

TECHNOLOGY AND MARKETING PROGRAM



PROFESSIONAL PHOTOS AND DESIGN CONSULTATION

We call it the two-second rule. With buyers scrolling through hundreds of online listings, we have two seconds to capture a buyer's attention. Professional photos are the first impression of your home. In addition to professional photos, we also offer an interior design consultation to provide inexpensive staging opportunities.



MATTERPORT VIRTUAL 3D TOUR

Matterport offers buyers a 3D, high definition, 4K visual experience. Our Matterport tours allow buyers to walk through your home from their own phone or computer. Buyers who are relocating benefit most from our 3D tours, but many buyers want to know the layout and condition before they step inside.



DRONE VIDEO TOUR

In addition to a virtual 3D tour, we provide a 45-60 second aerial video tour of your home. The video showcases your home inside and out. The drone video is critical for marketing any home with a large lot or pool, but it's also great to show off your neighborhood. Buyers will fully appreciate your home with the perspective from above.



SOCIAL MEDIA AND ADVERTISING

We feature our listings on Zillow, Trulia, Realtor.com along with paid advertising on Facebook, Instagram, Youtube, and local outlets including the Times Union. We have a robust company social media presence with over 3,000 followers. Furthermore, we employ a full-time Marketing Department to boost your home's market reach.

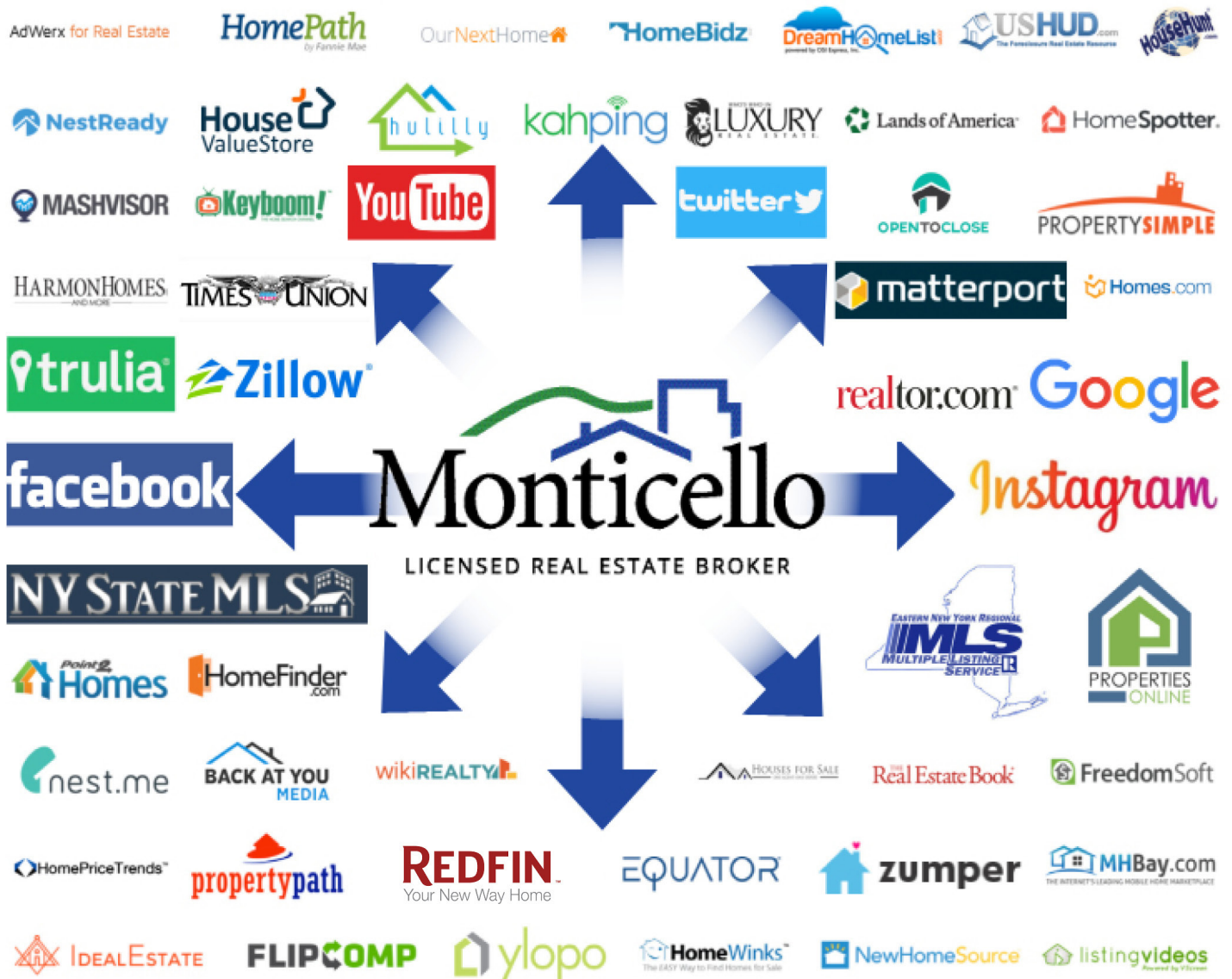


CUSTOM WEBSITE

In addition to featuring your home on Realtor.com, Zillow, and Trulia, we build a custom website with a dedicated URL. The website showcases our professional photos, 3D tour, video, and includes custom pages such as: "Dear Buyer," Improvements, floor plans, or any other unique feature worth highlighting.



ONLINE DISTRIBUTION NETWORK



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