

TOP 10 MARKETING QUESTIONS TO ASK WHEN SELLING YOUR HOME



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S P O K A N E R E A L T O R[®]

INTRODUCTION

Hello, I'm your marketing expert, Scott Heyamoto.

When it comes to selling your cherished home, being a marketing expert can make all the difference.

And that's the number one thing you should be asking your Realtor when selling your home.

But how do you know if your Realtor is any good at marketing?

I have my Top 10 marketing questions you should ask to make sure your home is presented perfectly and in front of the most qualified local, and out of town buyers.



I truly believe that professionally marketing your home is the single most important trait your listing Realtor needs to have.

You're in luck, I'm one of those Realtors.



Scott Heyamoto

Top 10 Marketing Questions To Ask Your Realtor:

Question #1: What does "Marketing" mean to you?

Marketing is all about telling a story. Your story. I make sure everything from the photos, videos, digital and print ads, and open house all tell the story you want to tell and appeal to the emotions of a buyer.

Tip: All Realtors are business owners. Take a look at how they market themselves via their website, social media, emails, etc. How they market themselves will give you a clear picture on how they will market your home. Also, make sure you connect on a personal level with the branding of your Realtor.

Question #2: Describe your multi-media marketing campaign to make my home stand out among all the other homes for sale in my area.

Bottom line: What are you going to do to "show off" my home?

Tip: Have your Realtor provide you with a list of all the multi-media aspects of marketing your home. Who they use for photography/videography, professional staging, and all options they have will go a long way to making sure your home stands out.



Question #3: Describe your marketing campaign specifically for "Move Up/Down" local Buyers.

More often than not, your home will either be a "Move Up" or "Move Down" home. Once you identify that, it's up to your Realtor to market your home to that specific audience.

Tip: Ask your Realtor how they will target those Move up/down buyers to make sure your listing appears in front of their eyes!

Question #4: Describe in detail your complete marketing plan including online and offline promotions that will happen with my home.

Old school vs. New School...Real Estate marketing has come a long way and it's important to stay current with all the modern marketing tactics, yet stay grounded with those who still like the occasional paper flyer.

Tip: Have your Realtor give you a list of all digital and non-digital ways your property will be marketed.

Question #5: Describe your marketing campaign specifically for out of town buyers.

Your next buyer may be a local...but they may not. Are you prepared to market your property to those outside of your local market?

Tip: Have your Realtor list out exactly how they are going to market your listing to out of town buyers. Spokane is a very desirable place to live and people from all over the country are wanting to live here. How will your Realtor market your property to those people?



Question #6: What is your system process for following up with interested buyers?

The key to a successful marketing campaign is to get qualified buyers into your home to take a look in person. You might have a lot of interested buyers, so having a Realtor that keeps track of all those buyers is a must.

Tip: Ask your Realtor what their system is when following up with buyers and how they won't let anybody slip through the cracks.

Question #7: How will you stay in communication with me regarding digital marketing campaigns?

Believe it or not, some Realtors will list your house and leave it to move on to another property. You don't want that. You want a Realtor who is proactive and will send you weekly marketing campaign stats and new marketing campaigns that will happen the next week.

Tip: Ask specifically what types of marketing reports you will receive weekly.

Question #8: What is your negotiation style?

Does this question have anything to do with marketing? You bet it does. While your Realtor is making your home look pristine, there is a future negotiation that will be taking place.

Tip: It's important to know what kind of negotiator your Realtor is and that you're comfortable with it. After all, your Realtor is speaking on behalf of you and your interests, so having someone that you like and trust will put your mind at ease.

Question #9: Will you host my Open House?

I can't believe I need to write this question, but unfortunately I do. In fact, most Realtors have one of their co-workers host open houses because they are "too busy". I can't believe this is a thing, but it is.

Tip: If your Realtor is "too busy" to host your open house, what else are they "too busy" for?



Question #10: What is your #1 most appealing marketing strategy that no other Realtor has?

Here's My Secret Sauce....

Target Marketing on Facebook & Instagram



On average, people check their phones 160 times per day and are on social media for 2.5 hours.

So, it makes sense to meet people where they're at: On Their Phones, on Social Media.

But...

It does no good to appear on News Feeds of people who obviously are not qualified to purchase a home.

That's where the "Target" comes in. How does it work?

1. I purchase a list of names who I believe would be interested in purchasing your home. And I narrow it way down to get the most applicable audience for you based on all different kinds of criteria. (Would your buyers be a wine-club member living in Spokane?, I can get a list of those people)
2. I plug those names into Facebook
3. Your listing video/pictures appear on their feeds automatically.

Just like that...Your listing gets the most traction and visibility with this digital marketing strategy.



This Ad was targeted to Realtors in Seattle.

This is the beginning of something good.

Listing your home is all about marketing and it would be my pleasure to help make your home shine.



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