



THE DANIEL REAL ESTATE GROUP

MARKETING

CHECKLIST

Agents use dozens of different strategies to market their listings. Here is a checklist of some of the proven marketing strategies The Daniel Real Estate Group uses to sell more homes than the average agent in the DFW area.

STRATEGIC PRICING

We price our listings to SELL using Scientific Market Analysis.

HOME STAGING CONSULTATION

We pay for a professional staging consultation to prepare our listings for sale

PROFESSIONAL COLOR PHOTORAPHY

High quality professional photos help our listings make the best first impression.

EXTENSIVE ADVERTISING

We spend an excess of \$5,000 per month in advertising, attracting hundreds of buyers per month.

SEARCH ENGINE OPTIMIZATION

We optimize our listings and website content to rank higher in search engine results.

KEY HOME SEARCH SITES

95% of home buyers use the internet in their home search, so we make sure our listings are featured on all popular search sites.

SOCIAL MEDIA

We feature our listings on our social media page.

EMAIL MARKETING

We market to and communicate regularly with qualified buyers in our database.

BUYER SCREENING

We market to agents who will bring pre-qualified buyers to our listings, avoiding “tire-kickers”

QUICK RESPONSES

We promise to return all calls within two hours of receiving them.

ONLINE ACTIVITY MONITORING

We track how many hits our listings generate and respond to online inquiries.

LOCAL MARKET EXPERT

Our team is a local market expert and we watch the market closely so that we can strategize our next move.