

Your Custom Marketing Products – The Ascione Advantage

I have a multi-faceted marketing plan for selling your home. I possess superior tools necessary to market your property both in print and digital media to a very wide pool of buyers. Your marketing, of course, includes the expertly curated Monmouth/Ocean MLS Listing, but hardly ends there. Here is all the rest:

- I will ensure your property is professionally photographed and, if appropriate, other high-end media assets, like aerial imagery, virtual tours, and floor plans, to help remote buyers fully experience your home.
- I will syndicate your MLS listing data so that it flows to all the online real estate websites (Realtor.com, Zillow, Homes.com, etc.).
- I will share your listing with my personal and EXIT Realty's network via social media.
- I will produce an attractive Open House flyer or professional brochure to provide as a takeaway to all visiting buyers.
- I will create postcards such as "Open House" or "Just Listed" (as needed to promote your property).
- I will install an EXIT Realty Property Sale sign with our exclusive geolocation technology, increasing visibility and engagement from potential buyers passing by. See more details on geolocation sign.
- I can create a dedicated property landing page or website to give your home even more visibility and provide buyers with easy access to photos, video, and additional info.
- I will use reverse prospecting tools within the MLS to notify buyer agents whose clients are actively searching for a property like yours.
- If you choose an Elite Listing Package, I can also host a Broker Open House to get feedback from local agents and generate early interest.
- For homes with significant updates or improvements, I may prepare a detailed features sheet or upgrade list to highlight the home's value.
- When appropriate, I will employ a "Coming Soon" strategy to generate interest even before the home officially hits the market.
- I will work with a videographer to turn your professional photos and video footage into a compelling "Featured Property" video with my narration. I highlight the most important features of your home and include a strong call to action for buyers to contact me directly. This video is shared widely on social media, including EXIT Realty's platforms, and I pay to advertise it locally and in targeted areas outside the MLS—like NYC, the five boroughs, and Philadelphia—to attract well-qualified buyers who might otherwise miss your listing. See attached, past Featured Property video.

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