



INI REALTY
INVESTMENTS, INC. *Team
Dynasty*

12 Step Marketing Plan

What Team Dynasty will do to sell your house for the most money in the least amount of time.

1. Team Dynasty will suggest a “competitive market” price range, for listing your property.
 - We’ll do this by reviewing comparable properties sold in the past 6 to 12 months in both Area/Region and the Neighborhood of your listed property. Also identifying your listed property’s competition, based on comparable active listings.
2. Team Dynasty will take professional photos of interior, exterior, Amenities and aerial views from overhead. (amenities and aerial views when necessary)
 - Including a 3D Tour and a Walkthrough Video
3. Team Dynasty will create a custom writeup and list your property on the MLS (Multiple Listing Service).
 - We’ll also edit and manage your listing information on Realtor.com, Trulia.com, Zillow.com, etc.
 - We’ll create a grassroots effort to get the word out by posting on Craig’s List and Swip Swap of Jacksonville, St Augustine, Palm Coast, etc.
4. Team Dynasty will custom create and manage your property’s personal website.
 - Directing all advertised traffic to your property’s personal website.
5. Team Dynasty will Create custom property promo videos, slideshows, and stationary ads.
 - Videos, slideshows, and stationary ads are used to promote your property across all forms of social media, websites, emails, text messages, etc.

6. Team Dynasty will Create multiple “Paid” Social Media ad campaigns.
 - Campaigns will cover your general area reaching thousands of people.
 - Statewide, National and International campaigns are ran depending on the individual needs of the listing.
 - Videos, slideshows and stationary ads will also be shared on social media community discussion and realtor groups.
7. Team Dynasty will host multiple "open houses" to promote and sell your property.
 - We'll frequently host “open houses” as permitted by the seller(s).
 - We'll host broker “open houses” depending on the individual needs of a listing.
 - Open house material made available to potential buyers consists of,
 - tax records, seller(s) property disclosure, colorful brochures, business cards, comparable sold properties, and knowledgeable/professional realtors.
8. Team Dynasty will notify Northeast agents via email of your property’s listing.
9. Team Dynasty will notify all 170+ INI Realty Investments, Inc. agents via email of your property’s listing.
10. Team Dynasty will email, text, and call our personal and business contact database to help promote and sell your property.
11. Team Dynasty will call/door knock, in your property’s neighborhood and surrounding neighborhoods. (when permitted and or necessary)
 - Postcards are always a viable option to reach a specific location though not intended to target a specific group of people. “Just Listed” is a postcard we may send out to the neighborhood(s) where and the listed property is located.
12. Team Dynasty will place our eye-catching yard sign on your property.
 - Signage size and design is determined by the neighborhood, HOA restrictions, and the individual needs of the listing.

Eye Catching Sign



Door Knocking



Social Media Campaigns



Multiple Listing Service



Direct Mailing



Regular Open Houses



Professional Photos



Competative Pricing



Calling Neighborhoods



INI REALTY

INVESTMENTS, INC. *Team Dynasty*

*"Selling Homes For
More Money, In Less Time."*

