



REAL ESTATE MARKETING PLAN

The Kim Idel team are experts in the area of Listing, Buying, and Marketing homes. We've been in the field for 12+ years and we know the Mid-Missouri market. Trust us to get the job done when selling your home!



YOUR HOME WILL BE MARKETED WHERE POTENTIAL BUYERS ARE.



Through a variety of mediums, we use Traditional and Digital Marketing techniques to reach potential buyers. Your home will be seen.

Flex MLS

One of the greatest benefits of working with a realtor is that we have access to listing your home on the Multi Listing System (MLS). This allows all realtors in our area to see your home and share it with their clients!

Social Media Channels

Our social media strategy consists of showcasing your home on Facebook, Instagram, and TikTok. We use a variety of postings to engage audiences and gain a broader reach!

Unique Webpage

Unique to our clients is that we offer a customized web page featuring only your home. This drives traffic to only your listing so that it is their primary focus!





Traditional Methods

The world may be digital, but traditional marketing still plays a vital role in our strategy. We believe that a good mixture of communication will bring the perfect potential match for your home. A few of our traditional marketing methods include:

- ✓ Email messages to our sphere of contacts letting them know a home meets their preferences they have outlined for realtors.
- ✓ Text and voicemail to prospective clients with link to MLS and/or webpage.
- ✓ Postcards to prospective clients and neighbors letting them know their is a house for sale in their neighborhood.
- ✓ Open House at ideal times where the most traffic can view your home!



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