

MY EXCLUSIVE PROPERTY MARKETING PLAN

The Proven Steps I Take To Sell Your Home Quickly And For More Money



- Professional photography
- Custom property website
- 3D tour & Aerial photos when appropriate
- Floor plan
- Carefully crafted property description
- List of features & improvements
- Prelisting info shared with Cressy & Everett agents
- Your home on the MLS,
- Zillow, Homes.com, Realtor & other popular property search sites
- Featured on
- Cressyeverett.com & shared with top brokerages worldwide
- Searchable on Cressy & Everett Homespottter app
- Shared with my personal network of top agents
- Shared with 10,000+ member Facebook groups
- Featured on YouTube Channel
- Posted on LinkedIn, Google, Facebook
- Targeted digital ad campaigns
- Cressy & Everett registered buyers notified
- Specific buyers' agents contacted
- Email blasts to MI & IN agents
- Digital promotion in Chicago area
- Mailings to neighbors
- High quality print flyers
- Eye-catching signage
- Frequent updates on social media
- Ads in appropriate publications/websites
- Ongoing metrics evaluation
- Follow-up on all showings
- Work closely with cooperating agent, title company, inspectors, lenders to ensure smooth transaction
- Frequent communication

Your home will be featured on the Cressy & Everett HOMES TV show, reaching 22,000 loyal viewers each weekend. NO other brokerage in the entire region can offer this!

I have earned the SRS designation.

What does SRS mean?

SELLERS REPRESENTATIVE SPECIALIST

- Professional credential with advanced specialized training
- Seller advocate who will walk you every step through the sales process
- Keen understanding of how to collaborate with a variety of agents and professionals of differing skill levels to achieve the smoothest experience for you
- Negotiating skills to help you have best possible outcome
- Adherence to the highest standards of professional practice while delivering top-notch service

I believe in pricing your home right in the first place so you can sell your home quickly and for the highest price.

Open communication is crucial. Your thoughts and concerns matter, and I will address them.

You can reach me when you need to, and I'll communicate in the manner you prefer.

**Cynthia Trapp, Associate Broker
Trust - Dedication - Excellence
Licensed in MI and IN**

269-849-5947

cynthiatrapp.cressyeverett.com