

# Advertising Your Home Online

## The Targeted Approach



### Your Buyer

- Most home buyers are local.
- Local buyers use high-quality, local websites, like my brokerage site or REcolorado.com.
- Accurate and timely information is extremely important to serious buyers.
- Prospective buyers are using buying agents, I can contact because they are in my network.



### Successfully Reaching Your Buyer

- Use only high-quality, locally run websites that allow me to keep your home information current.
- Advertise your home where I'm the contact, so I can immediately talk to prospective buyers.
- Emphasize the benefits of purchasing your home through outreach to my network of brokers.
- Keep your home off sites that can estimate your home lower than market value.
- Advertise your home on sites that do not send your home to other sites, do not share your personal information, and let me remove pictures of your home when it is sold.



### The Result

- Show your home to serious, qualified buyers.
- Get top dollar for your home.
- Protect your personal information.
- Remove your home from the Internet when it is sold.