

## **Our Entire \$100 Million+ Home Selling Strategy in 1 PDF 🚀**

Today, you'll discover our New Strategy for how to Sell Your Naples Home for the Highest Possible Price in the Fewest Days on Market.

This is the only strategy on the market that combines traditional techniques like Home Staging with Cutting-Edge Artificial Intelligence-based Advertising to find Buyers who are most likely to Pay a Premium for Your Home.

I may be biased...

But in my opinion, it is undoubtedly the most Comprehensive and Profitable System for any homeowner to use to Sell their Home.

Ultimately, success when selling your home comes down to 4 main things:

1. Staging
2. High-Quality Photos & Videos
3. Storytelling & Lifestyle Marketing
4. Artificial Intelligence-Powered Advertising

When you can maximize each of these key points, Your Home will have the best possible chance of Selling at an Amazing Price.

That's why I wanted to make this guide, to show you exactly how to reach the right buyers, how to train the AI to target them the right way, stage and photograph your home correctly, and craft a compelling story about what your home means to the buyer so that it makes your home irresistible.

Whether you're already ready to sell or are just starting to consider your options, I promise this PDF is exactly what you need to have a Highly Profitable, Efficient, and Stress-Free Sale.

Sit back and take notes because this is going to be a complete guide of exactly what to do and how to Get the Best Results with Selling your Home:

### **Professional Staging 🏡**

Before jumping into any of our marketing efforts, there are a few housekeeping items (pun intended) we need to get out of the way to set the stage (okay, last pun, I promise).

One of the biggest mistakes I see homeowners and other agents make is not investing the time and effort upfront to get the home looking as good as possible *BEFORE* taking their photos.

As the saying goes, an ounce of prevention is worth a pound of cure...

That couldn't be more true with selling your home, where you have to do everything in your power to get it right from the moment you list or risk becoming a "stale" listing.

That's why it's critical to not only freshen up the home via things like pressure washing, painting, and a good deep cleaning, but also to consider having it professionally staged.

This can be especially true if your home was purchased a while ago and therefore has furniture in it that might not be in line with current trends.

To be clear, not every home needs a professional stager, but the point remains that the home needs to be furnished in a way that highlights its best features and allows buyers to envision themselves living there.

And in a second-home market like Naples, where many buyers are relocating and aren't bringing furniture from their original home, it can be a massive benefit to offer them the opportunity to purchase the home furnished. It's not a dealbreaker, but it can be greatly helpful if you're in a position to do that.

This is why we offer our clients a free home-staging consultation from a professional home stager. This is where they come in and give you their precise recommendations for what they would do to stage your home correctly.

### **High-Quality Photos & Videos** 📷

Now that you've got your home looking its best, it's time to capture it in the most captivating way possible.

This might sound simple, but this is where I see so many agents fall woefully short of what is needed.

You would be shocked by how many agents don't even bother to make the investment in professional photography.

In fact, only 35% of agents hire professional photographers.

These agents are IN THE BUSINESS OF SELLING HOMES, and they can't even be bothered to do that, despite studies finding that homes with professional photos sell 32% faster and for far more than listings with amateur photos...

I almost have second-hand embarrassment for them 🙄

But unfortunately, it's not as simple as *just* getting professional photos and videos taken. You can do a handful of things to amplify the power of professional photography and videography even further.

### **Take the Right Amount of Photos**

The first thing you can do is simply ensure you have the right number of photos.

There is a balance you have to strike here. You want the buyer to have enough information to pique their interest but not have so many photos that it feels overwhelming for them to look through them. Or so many photos that it leaves nothing to be curious about.

You also need to consider the size of the property. Obviously, a 5,000 square foot home will need more photos to appropriately tell its story than a 2-bedroom condo.

A study conducted by Zillow found that homes with fewer than nine photos fare the worst. Nationally, a home with fewer than nine photos is about 20 percent less likely to sell in sixty days than a home with 22 to 27 photos.

Ultimately, we've found the best results from including as many photos as are needed to accurately depict the home, but nothing more. In other words, you don't want to take multiple photos of the same room from similar angles just for the sake of having more photos. Each one should add something unique.

### **Twilight Photos**

One of the biggest things you can do to make your home stand out is to show what it looks like at dusk.

Why?

With the warm interior lights contrasting against the cool blues of the evening sky, a twilight photo resonates with our primal need for shelter & creates a mental image of the house as a place of warmth, comfort, and security.

These images also simply stand out from the normal daytime shots that every other listing features, which causes the buyer to pause and take notice a little more than they normally would.

## **Staged Shots**

The next thing you can do to make your photos stand out from the competition is to include staged shots.

For example, rather than taking another photo of the kitchen from a slightly different angle, why not stage the kitchen with some fruit and champagne?

Similarly, if you have a nice bathtub, why not take a picture of a warm bath with cheese and wine on a cross board? Or place shopping bags from high-end designer brands in the closet.

For each room, think of how the buyer might use it, then stage it based on that. This helps bring the home to life and gets the buyer thinking about what it could be like to actually live there.

## **Amenities**

This is something we'll get into further detail on in the next section, but it's important to show off any amenities the home has access to, whether that be within the community or just in that part of town.

You want to showcase not just the features of the home (what it looks like, how many bedrooms and bathrooms it has, etc.), but also what the home enables the owner to do.

This leads us perfectly into the next section...

## **Storytelling & Lifestyle Marketing** 📖

Why do people buy homes? And more specifically, why do people buy vacation homes?

Is it because they need four walls and a roof over their heads?

Well, sure...

But there's usually more to the story than just the shelter the home provides. When buyers think of purchasing a home in Naples, they're often thinking of the lifestyle that comes with it.

A new home here offers them the ability to participate in year-round outdoor activities, relax on the beach, socialize & network with new neighbors, and bring family and friends together.

Meanwhile, most real estate marketing makes no mention of that. It largely tends to focus on the statistics of the home - square footage, bedroom and bathroom count, whether there's a garage, etc.

If instead, you take the time to learn the factors that make a home unique, then craft marketing messages around those features (and, more importantly, the END BENEFITS those features provide), that's when you truly start to captivate a buyer's attention.

As an example, when we design our print brochures for our listings (yes, we actually invest in High-Quality print brochures rather than just printing off the MLS sheet on regular printer paper, which is what most agents do), we do everything we can to bring the experience of living in that home to life.

So rather than just talking about how the kitchen has stainless steel appliances, we'll talk about how their new chef's kitchen is the perfect place to try those new recipes they've been thinking about and bring their family and friends together.

Rather than mentioning the fact that the community features two golf courses, we focus on how golfing will give them the ability to meet new friends, expand their Rolodex, exercise, and be outdoors year-round.

It's not enough to just tell buyers, "hey, here's the amount of square footage in the home, this is when it was built, this is how many bedrooms and bathrooms there are."

All of that is important, no doubt. But if it's the bulk of your agent's "marketing" strategy, it will be challenging trying to stand out from the other listings on the market and getting buyers to feel invested in your home.

## **Artificial Intelligence-Powered Omnipresent Advertising 🚀**

I know, I know - that's quite a mouthful...

Let me explain why this is our new secret sauce.

What if you knew exactly who was most likely to buy your home? Wouldn't you want to do everything in your power to ensure they not only saw your home on the MLS, but also were reminded of it everywhere they went?

And wouldn't you want to ensure you weren't just limited to the less-than-ideal options you have for presenting your home in the MLS?

That's why my team and I dug deep into our marketing toolbelt, learning from some of the world's best advertisers from a variety of different industries, all to create a system for getting the maximum possible exposure for your home.

Here's how it works...

### **YouTube Ads**

It starts with taking the video tours we created in step 2 and advertising them on YouTube with paid ads.

Why YouTube?

YouTube is the second-largest search engine on the planet and is owned by the largest search engine, Google.

Due to their scale, they have a truly mind-numbing amount of data on their users. They know what websites you're visiting, what you're buying on those sites, etc. And because of that, they have a detailed understanding of how wealthy you are and what you're in the market for.

This allows us, as advertisers, to go in and target the exact people who are most likely and most qualified to buy a home in Naples.

This is particularly true with YouTube over other any other ad platform. That's because Google has such a distinct advantage due to the nature of its platforms (specifically, the fact that they're search-based rather than social media-based).

*Want Help Implementing **Artificial Intelligence-Powered Advertising** For Your Home? [Book a Free Strategy Call](#)*

See, platforms like Facebook largely rely on third parties to form an understanding of their visitors. After all, it's a lot harder to figure out who someone is just by knowing what posts they like on their social media feed.

Rather, when you see what they're searching for online and know basically every site they're visiting because of Google Chrome, you have far deeper insights.

And over the years, Google has used those data points to feed its Artificial Intelligence, which now identifies the ideal target audience for an ad campaign with much greater accuracy than ever before.

## **Custom Website**

When people click on our ads, they're sent to a custom website we build just for that particular property.

Why would we go through the trouble to create a custom website?

Because rather than dealing with the constraints of the MLS, having our own website allows us to fully capture every detail of the property and present it in its best possible light.

For example, the MLS only lets you have a description of a certain length. Very often, that's not enough to mention all the important features of a home. The MLS also limits the number of photos you can upload.

Using our own site allows us total control over how the home is presented. We can go on at length about any features that need further explanation. We can build in lead capture forms. And we can install tracking code that allows us to know exactly who has visited the site.

This sets us up perfectly for the next phase in our advertising process:

## **Retargeting Ads**

As I'm sure you can relate, buyers are hit with more ads and distractions each day than they can possibly keep up with.

So if your agent's strategy is just to hit buyers with a single video ad and hope and pray that it hits them at the exact right moment where they're able to engage fully with it, they're going to be sorely disappointed.

Instead, the buyer will likely need to see several different ads before your property has made an actual impression on them enough that they start seriously considering it.

That's where the tracking code I mentioned comes in handy...

These snippets of code we install on our sites use Internet "cookies" to know who has visited the page. That then allows us to "retarget" these leads with a follow-up campaign of ads.

You've definitely experienced this technology before.

Ever notice how if you go on a website and add something to your shopping cart but don't end up buying it, you suddenly start seeing ads for that product everywhere you go?

That's because the advertiser knows you visited their site and have built out campaigns to stay in front of you until you buy.

This is extraordinarily powerful because it allows you to be laser targeted with your ad spend. You can show that front end ad to a wide audience, then only show follow up ads to people who either watch a decent amount of that first video, or those who actually click through to the landing page. This means you're getting the best possible leads to see the home over and over again.

Now, there are a variety of platforms you can run retargeting ads on, but here are the ones we love the most:

### **Google Display Ads**

These are the little (or sometimes big) banner ads that you see on a ton of different websites.

Let's say you own a website about boating that gets a lot of daily visitors. If you're trying to sell space on your site to advertisers, you have two options:



1. Contact advertisers (boat manufacturers, etc.) yourself and try to sell them on the prospects of advertising on your site.
2. Rent the ad space to Google, who in turn sells it to its vast network of advertisers.

For the overwhelming majority of websites, even big ones like national news or sports sites, they choose option number two.

This makes it incredibly easy for us to upload our ads to Google and have them distributed across the web, wherever our target audience is browsing.

Another great aspect of this is that because most people don't understand how this system works, you can really make an impression with buyers because your home will be featured on big sites like ESPN.com, etc., which gives the impression of it being a very important home.

One of the key aspects to getting display ads right is you want them to be animated rather than just a static image. This can just be the text moving into frame or increasing in size, and it gives the ad a better chance at catching the eye of the buyer when they're browsing around on a website.

You can go on a website like Fiverr and hire a freelancer to create these for you on a relatively affordable budget.

### **Facebook, Instagram, and yes, TikTok Retargeting**

In addition to the display ads, we can also retarget buyers using ads on all the other social media platforms.

The idea here is to have your home show up everywhere the buyer looks. That way, it really starts to become top of mind for them.

They'll also think there must be something really special about your home for it to be advertised on all these different platforms.

All of these ads drive people back to the custom website, where a certain percentage of them will fill out a form requesting a showing.

### **Next Steps for Selling Your Home**

My goal by this point in the PDF is that you're already immersed with Pure Value.

Hopefully you can tell that I've come here with the intent to lay out my entire listing strategy (well, *ALMOST* my entire listing strategy - we've found that other agents like to download our guides, so we can't give away all our secrets here).

This is the same strategy that's helped me set multiple records for highest price per square foot, sell one of the top 5 most expensive homes in all of Old Naples, and sell close to \$100 Million worth of real estate.

And now you might be asking yourself, how can I be sure that I actually EXECUTE this strategy the right way?

Because it's one thing to know a strategy...

...But it's an entirely different thing to actually EXECUTE it properly

And by this point, you likely see how these methods have the potential to help you sell for far more money than the traditional playbook most agents are using.

So you want to ensure you get this right!

That's where we come in!

### **Invitation to a Complimentary Home Sale Strategy Call**

I want to invite you to schedule a time to speak with one of my top Listing Agents.

They've spent years working with me and will get on a call to help you map out the best strategy for your unique home.

First, they'll learn more about your home and your goals. Then, they'll help diagnose and craft your own listing strategy, specifically tailoring the strategies outlined above to your unique home and goals.

We'll give you an exact game plan of what you need to do to sell your home for the highest possible price in the fewest days on market.

Now, you might be asking yourself, "Why are you doing this?"

Well, if, at the end of the call, my Listing Agents qualify your home as a good fit, we may invite you to become one of our new Listing Clients.

If that's the case, we'll put our team to work implementing all of the strategies outlined in this guide, plus the ones I mentioned we can't put in this guide.

If we invite you to become a client, we'll walk you through the next steps and what that would look like.

But either way, even if you aren't a good fit, you'll get a full, customized listing strategy, and we'll point you in the right direction to dial in your Home Sale Strategy!

I want this to be the most Valuable 45-Minute Call you have all year!

And hopefully by this point in the PDF (and all the value I've already provided) you can see that I truly mean that! 😊

**So if you want your own Complimentary Home Sale Strategy Call:**

<https://www.NaplesNewRealEstate.com/Apply>

We'll see you on the Strategy Call!

I'm excited to help you Sell Your Home at the Highest Possible Price in the Fewest Days on Market using our \$100 Million Home Selling Strategy! 🚀

*Alex Owens*

**Click this link to Book Your Home Sale Strategy Call:**

[www.NaplesNewRealEstate.com/Apply](http://www.NaplesNewRealEstate.com/Apply)