

OUR PROVEN MARKETING PROCESS



- professional photography
- staging and landscaping

PREPARING YOUR HOME FOR SALE



- multiple listing service
- email marketing campaign
- broker caravan open house
- agent networking

INTRODUCTION TO BROKER COMMUNITY



PRINT MARKETING

- direct mail campaign
- custom flyer
- newspaper ads
- magazine ads



DIGITAL MARKETING

- property website
- key high-traffic real estate sites
- social media campaigns



PUBLIC INTRODUCTION

- curbside signage
- public relations
- open house and private showings



MAKING AN IMPRESSIVE FIRST IMPRESSION

Staging enhances a home's appeal by creating a more neutral "model home" environment through design and landscaping.

[STAGED HOMES SELL MORE QUICKLY
AND AT HIGHER PRICES]



AN "IN" WITH THE BROKER COMMUNITY

Ensuring that a wide range of brokers and agents are "in the know" through a variety of strategies.



**MULTIPLE
LISTING
SERVICE**



**EMAIL
MARKETING
CAMPAIGN**



**BROKER
CARAVAN
OPEN HOUSE**



**AGENT
NETWORKING**

INTEGRATED MARKETING

Gibson International professionals will design an **INNOVATIVE** and **CUSTOMIZED** marketing plan to help guarantee unparalleled exposure for your property.





TODAY'S DIGITAL AUDIENCE

90%

**of today's buyers use the internet to
begin their search for properties.**

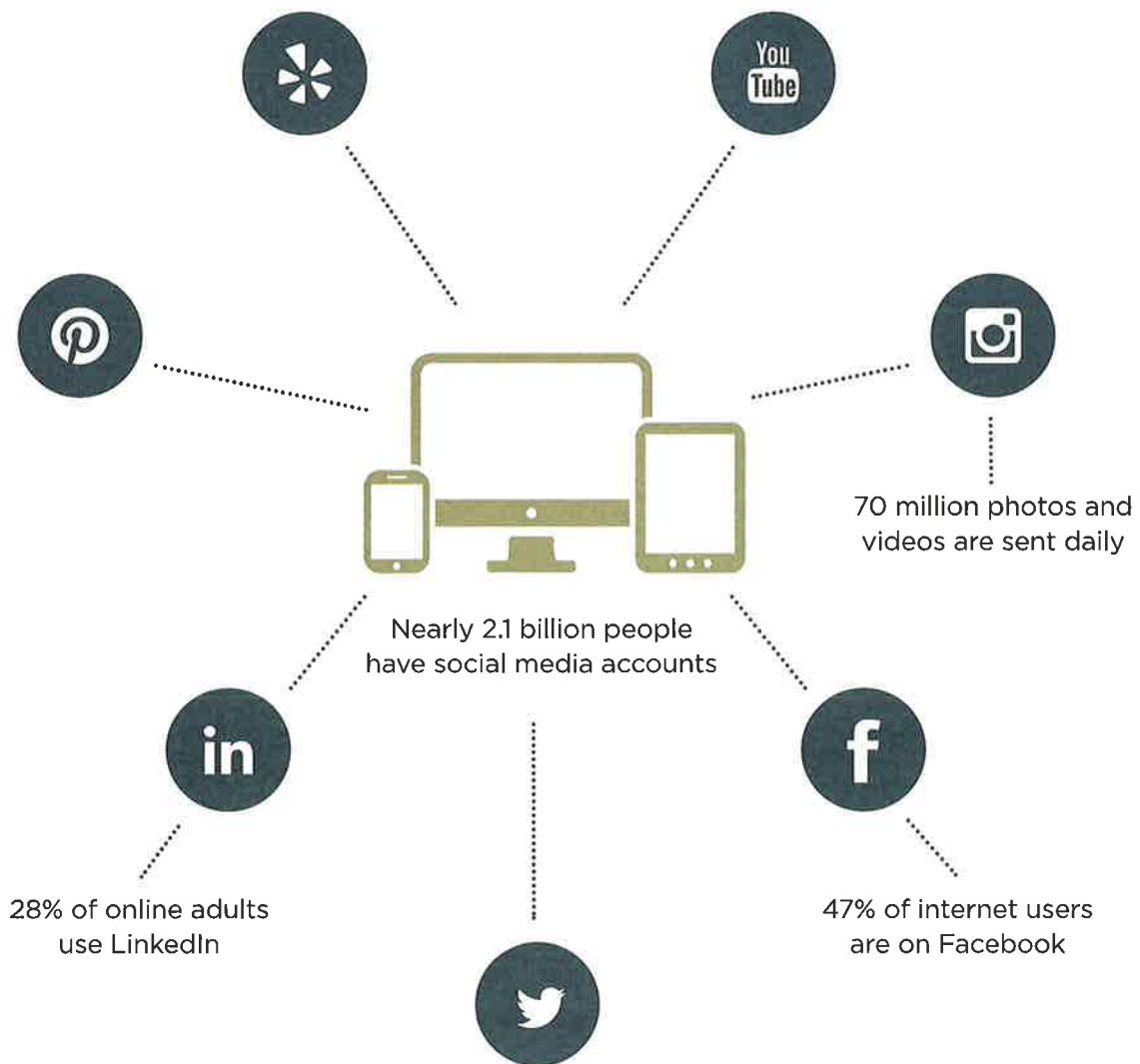
Our digital marketing strategy includes:

- Listing your home on over **500 national and international** sites including Zillow.com, Realtor.com and Trulia.com for maximum exposure
- A custom-designed website to showcase highlights and details of your property
- Global exposure through our affiliation with Leading Real Estate Companies of the World® and our LuxuryRealEstate.com partnership
- A cutting-edge email and social media marketing program

SOCIAL MEDIA MATTERS

We share your listing on all major social media sites - putting up-to-the-minute information at the buyer's, seller's and agent's fingertips.

Gibson International has a growing community of 10,000 local fans and followers across the right social media channels.



YOUR PRINT PRESENCE

Gibson International helps reach the right audience and ensures your success through a range of “real world” marketing opportunities - from a high-visibility weekly ad in the Los Angeles Times to direct mail and upscale lifestyle magazines.





ENSURING A SMOOTH PROCESS

Gibson International agents use their insights and skills to make the sales process as stress-free, profitable and satisfying as possible.

NEGOTIATING THE OFFER

- Negotiate price and terms of sale
- Evaluate buyer's qualifications
- Assess interest rate caps and review loan appraisal contingencies
- Review buyer's pre-approval letter and documentation of proof of funds
- Negotiate length of escrow
- Negotiate items included and excluded from the purchase
- Review proper Addendums and Area Disclosures

MANAGING THE ESCROW

- Maintain clear and consistent communication
- Ensure buyer's deposit arrives
- Review draft of instructions prior to distribution
- Review all deadlines and issue buyer a Notice to Perform if needed
- Accompany all inspections and negotiate any repairs or credits requested
- Meet appraiser and provide sales comparables
- Complete any leaseback agreements
- Oversee the completion of disclosures
- Meet retrofit company and confirm requirements are in compliance
- Review all escrow amendments and Title Report
- Review City Report for sewer hookup, zoning and special assessments
- Ensure buyer's closing funds are in Escrow
- Address any last-minute requirements



DETERMINING THE LISTING PRICE

Ultimate goal:

Sell your property for the highest price in the shortest possible amount of time. Our simple yet critical formula:



LOCATION

Assess the location's strengths and weaknesses to help determine the optimum sales approach.



MARKET CONDITIONS

Evaluate the market ratios against potential pricing to develop realistic price ranges.



COMPETITION

Perform comprehensive market evaluation to determine where your property fits in the market.

OPTIMUM PRICING. OPTIMUM RESULTS.

SHOWING ACTIVITY

Pricing a home correctly increases buyer showings during the first two weeks on the market.



TIMING AND PRICING

Pricing a home correctly shortens the days on market and results in a higher sales price.

