

*Marketing
Strategies*



*Marketing
Plan*



*Listing Success
Starts Here*

AUGMENTED REALITY TOUR

First in the World:

Sold in a Snap is the first company in the world to offer Augmented Reality Tours for Real Estate. Join us in showcasing properties with cutting edge technology.

Immersive Realism Within the Property:

Augmented Reality Tours create an immersive experience right within the property, offering potential buyers a realistic exploration without leaving the premises.

Real-Time Information:

AR Tours provide real-time information, ensuring viewers have access to up-to-date details, reducing misunderstandings or missed information.

Cost-Effective Virtual Staging:

Augmented Reality Tours offer virtual staging within the actual space, saving money compared to traditional staging and providing flexibility and customization.

Enhanced Engagement:

Augmented Reality engages viewers in an interactive experience, encouraging them to spend more time exploring the property, leading to a deeper connection.

Competitive Edge:

Offering Augmented Reality Tours sets you apart in the market, demonstrating innovation and providing a unique service that outshines competitors using traditional methods.

Redefines the Way Homes are Remembered:

Augmented Reality Home Tours revolutionize the real estate industry, offering a unique and memorable way to view, market, and remember homes.

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An Experience Like Never Before



DAY TO DUSK

60% Higher Click-Through Rate:

Homes with Day to Dusk photos receive a 60% higher click-through rate when featured as the first image on the MLS, increasing your listing's online visibility.

Convenient for Sellers:

Day to Dusk photo editing provides flexibility, enabling you to choose the most convenient time for your photoshoot while still achieving the twilight look.

Positive First Impression:

Day to Dusk photos can create a positive first impression, drawing potential buyers into your listing and encouraging them to explore further.

Unique Perspective:

These photos offer a distinctive perspective of your home, showcasing its beauty in a different light.

Memorable Listings:

Homes with Day to Dusk photography tend to be more memorable and leave a lasting impression on viewers.

Competitive Advantage:

Stand out in a crowded market by offering Day to Dusk photography, setting your listing apart from others.

Elevated Perception:

Day to Dusk photos suggest a higher level of effort and attention to detail, signaling a well-cared-for property.

Social Media Appeal:

Eye-catching Day to Dusk shots are shareable on social media, expanding your listing's reach.

Increase Attention with a 60% Higher Click-Through Rate

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DESIGNER PHOTOS

Magazine-Quality Presentation:

Designer Photos offer a magazine-worthy visual presentation of your home's unique features and ambiance, elevating your listing's overall appeal.

Detailed Storytelling:

These images go beyond standard photography, telling a captivating story about the home and allowing potential buyers to visualize themselves living in it.

Emotional Connection:

Designer Photos evoke emotions and create a connection between buyers and the property, making it easier for them to envision their future in the home.

Standout Listings:

With less than 10% of homes featuring Designer Photos, your home gains a competitive edge by offering this exclusive and attention-grabbing visual content.

Better Online Engagement:

Designer Photos capture viewers' attention, encouraging them to spend more time exploring your listing and increasing the chances of inquiries.

Memorable Impressions:

Homes with Designer Photos tend to leave a lasting impression on potential buyers, making your listing more memorable in a crowded market.

Improved Perceived Value:

Buyers may perceive homes with Designer Photos as having higher value due to the exceptional presentation of key features and spaces.

Showcase the Story of Your Home

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DRONE

Elevate your marketing with Marketing Differentiation

Unique Aerial Perspective:

Drone photos provide a captivating and unique view of the property and its surroundings that can't be achieved with traditional ground-based photography. Aerial views generate curiosity and excitement among potential buyers, encouraging them to explore the property further.

Highlight Property Features:

Drones can showcase the entire property, including large yards, swimming pools, expansive landscapes, and architectural details that might be missed with standard photography. For expansive properties with extensive acreage, drone photos help buyers grasp the full scope and potential of the land.

Showcasing Location:

Drone photos can emphasize a home's proximity to amenities, schools, parks, water bodies, or scenic views, adding value and context to the property's location.

Demonstrating Property Size:

Aerial images can accurately convey the size and boundaries of the property, preventing misunderstandings and helping buyers gauge its suitability for their needs.

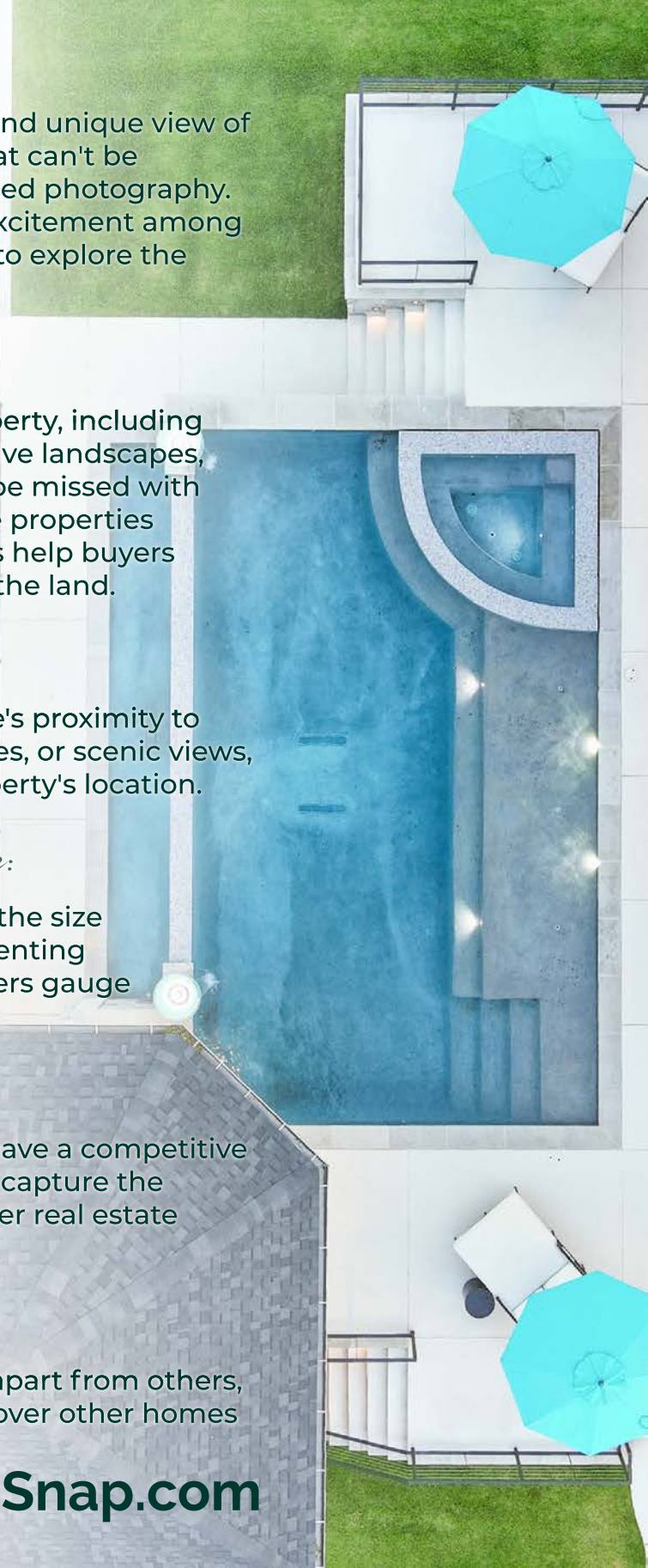
Competitive Edge:

Properties listed with drone photos have a competitive advantage, as they are more likely to capture the attention of potential buyers and other real estate professionals.

Marketing Differentiation:

Using drone photos sets your home apart from others, giving you a competitive advantage over other homes on the market.

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FLOORPLANS

High Buyer Demand:

According to the NAR's 2022 report, floorplans were the second most requested media by buyers after photos, highlighting the strong demand for this feature.

Enhanced Property Understanding:

Floorplans provide a clear and comprehensive view of a property's layout, helping buyers better understand the flow and spatial arrangement.

Improved Buyer Engagement:

Listings with floorplans tend to attract more engaged and serious buyers who appreciate the additional information provided.

Reduced Buyer Uncertainty:

Buyers can visualize how their furniture and belongings will fit into the space, reducing uncertainty and helping them make informed decisions.

Highlighting Unique Features:

Floorplans can emphasize unique property features or layouts that set the home apart from others.

Optimized Space Utilization:

Buyers can assess how spaces are utilized, allowing them to determine if the property meets their specific needs and preferences.

Buyer Confidence:

Buyers feel more confident about their purchase when they have a comprehensive understanding of the property's layout.



Give Buyers What They Asked For: Floorplans

LUXURY VIDEOS

Showcases the Lifestyle:

Luxury videos capture the story of the home's lifestyle, allowing potential buyers to connect with the home.

Engages and Captivates:

With cinematic quality and storytelling, luxury videos engage and captivate viewers, holding their attention longer than traditional photos or descriptions.

Leaves a Memorable Impression:

Luxury videos leave a lasting impression on potential buyers, making your property stand out in their minds.

Attracts High-End Buyers:

Luxury property videos cater to high-end buyers who appreciate fine craftsmanship, architectural details, and premium finishes.

Enhances Online Listings:

Integrating luxury videos into online listings elevates the presentation of your property, attracting more discerning buyers.

Global Reach:

Luxury videos can be shared internationally, reaching a global audience of potential buyers interested in upscale properties.

Increases Perceived Value:

High-quality luxury videos can increase the perceived value of your home, justifying a premium price.

Differentiates Your Listing:

In a competitive market, luxury videos set your listing apart and position it as a must-see property.

Sell the Lifestyle

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MATTERPORT

Enhanced Online Presence:

A Matterport tour makes your listing stand out online, attracting more attention from potential buyers in the competitive real estate market.

Facilitating Long-Distance Moves:

Buyers relocating from afar find Matterport tours particularly valuable, as they can confidently purchase a property without visiting in person.

Remote Viewing:

Matterport tours enable remote buyers to virtually walk through the property, providing a realistic and immersive experience from anywhere in the world.

24/7 Accessibility:

Buyers can tour the property 24/7, accommodating various time zones and schedules, which can lead to more inquiries and showings.

Highlighting Unique Features:

Matterport tours can emphasize unique or standout features of the home, helping it leave a lasting impression on potential buyers.

Transparency and Trust:

Providing a Matterport tour demonstrates transparency and builds trust between the seller and potential buyers.

Competitive Advantage:

Offering a Matterport tour sets your listing apart from others and positions it as a premium option for buyers.

The Ultimate 24/7 Open House

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PHOTOGRAPHY

Professional Photography Sells Homes Faster & For More Money

First Impressions Matter:

In today's digital age, potential buyers start their home search online. Professional photos make a strong first impression, drawing viewers in and piquing their interest.

Faster Sales:

Homes with professional photos often sell faster than those with amateur or low-quality images, reducing time on the market and associated carrying costs.

Higher Selling Price:

Well-presented homes command higher selling prices. Professional photos make your home look more valuable, potentially leading to a better return on investment.

Highlighting Property Features:

Professional photographers know how to capture the best angles and lighting to showcase a home's unique features, making it more appealing to potential buyers.

Creating Emotional Connections:

High-quality images evoke emotions and help buyers visualize themselves living in the home. This emotional connection leads to quicker and more competitive offers.

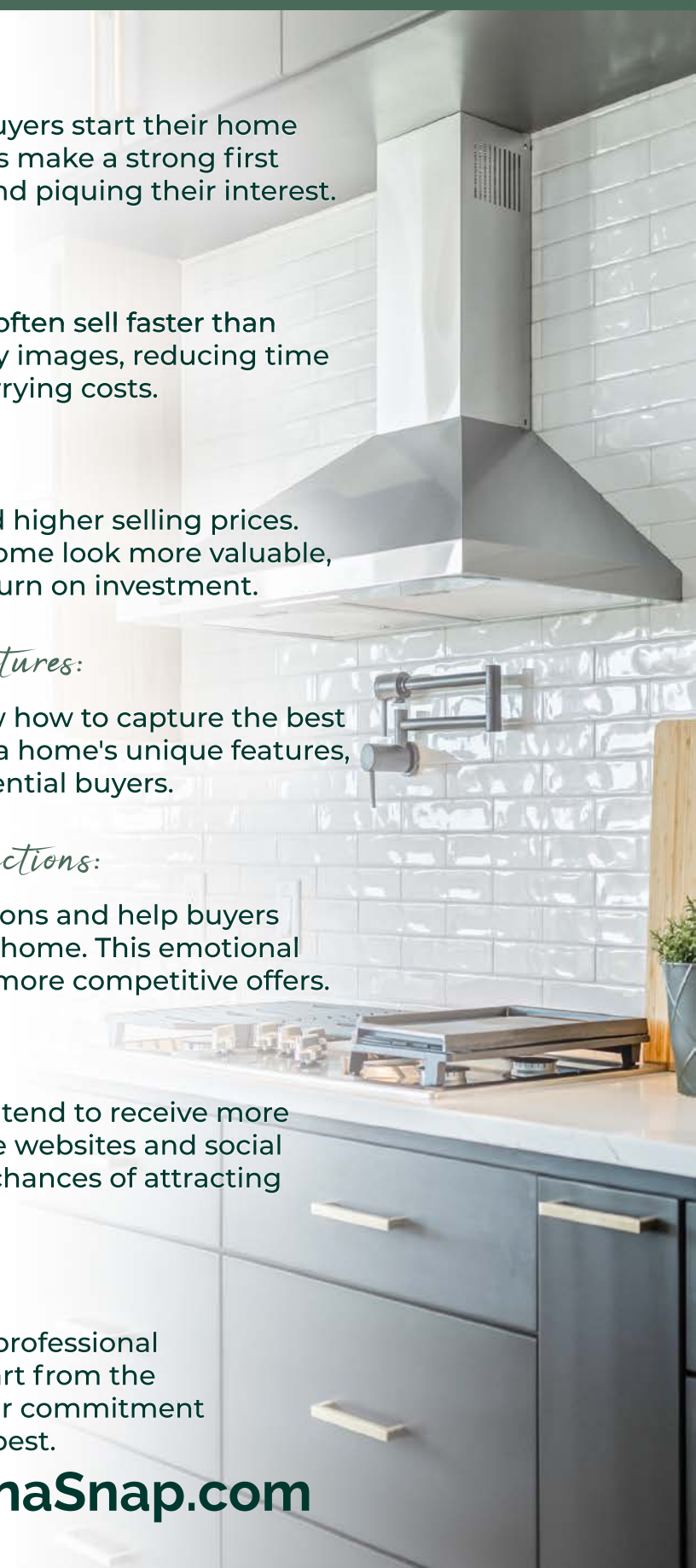
Increased Visibility:

Listings with professional photos tend to receive more views and attention on real estate websites and social media platforms, increasing the chances of attracting qualified buyers.

Competitive Edge:

In a crowded real estate market, professional photography sets your listing apart from the competition. It demonstrates your commitment to presenting the property at its best.

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REELS

10x More Views on Social Media:

Short reels of your house generate significantly more views on social media platforms, increasing exposure to potential buyers.

Engaging Visual Content:

Reels are captivating and visually appealing, making them an ideal format for showcasing your home's best features.

Quick Overview:

In a matter of seconds, reels provide a quick overview of your property, grabbing viewers' attention and encouraging them to explore further.

Highlight Key Features:

Reels allow you to emphasize the most attractive aspects of your home, such as updated kitchens, spacious living areas, or stunning outdoor spaces.

Shareable Content:

Viewers are more likely to share engaging reels with their network, expanding your home's reach to a broader audience.

Boost Online Listings:

Integrating reels into online listings can make your property stand out and attract more inquiries from interested buyers.

Increase Buyer Interest:

The engaging nature of reels piques buyer interest and encourages them to schedule a viewing or request more information about your property.



10x More Views on Social Media

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TWILIGHT

Increase Attention with a 60% Higher Click-Through Rate

60% Higher Click-Through Rate:

Homes with twilight photos receive a 60% higher click-through rate when featured as the first image on the MLS, increasing your listing's online visibility.

Captivating Atmosphere:

Twilight photography creates a stunning ambiance with warm, inviting lighting that makes your home stand out.

Unique Perspective:

These photos offer a distinctive perspective of your home, showcasing its beauty in a different light.

Memorable Listings:

Homes with twilight photography tend to be more memorable and leave a lasting impression on viewers.

Competitive Advantage:

Stand out in a crowded market by offering twilight photography, setting your listing apart from others.

Elevated Perception:

Twilight photos suggest a higher level of effort and attention to detail, signaling a well-cared-for property.

Social Media Appeal:

Eye-catching twilight shots are shareable on social media, expanding your listing's reach.

Potential for Higher Offers:

The captivating beauty of twilight photography may motivate buyers to submit stronger offers.

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VIRTUAL STAGING

No Physical Furniture:

Since virtual staging involves no physical furniture, there's no need to deal with moving, storage, or potential damage to property during traditional staging.

Wide Design Selection:

Virtual staging offers a vast selection of furniture and decor styles, ensuring that the staging aligns with the target demographic's preferences.

Enhanced Visual Appeal:

Staged homes are visually appealing, making them stand out in online listings and during showings.

Highlighting Potential:

Staging helps buyers envision how they can use and maximize the space, emphasizing a property's full potential.

Competitive Advantage:

Staged properties often outshine unstaged ones, providing a competitive edge in a crowded market.

Faster Sales:

Staged homes tend to sell faster than unstaged ones, reducing the time a property spends on the market.

Higher Perceived Value:

Staged homes are perceived as well-maintained and cared for and look higher-end than homes with no decor, potentially justifying a higher asking price.

Maximized Space:

Staging optimizes space and layout, helping buyers see the home's functionality and potential.

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Transform Your Space With No Stress



ZILLOW 3D HOME TOURS

First-Week Spotlight:

Your listing will be at the top of search results during its first week on the market, ensuring maximum exposure.

Buyer Email Notifications:

Zillow sends email notifications to potential buyers, drawing their attention to listings with 3D home tours.

Map Tags:

Stand out with map tags that highlight your listing as a 3D home tour property, attracting more clicks and views.

Badge for Recognition:

Listings with 3D home tours receive a badge in the search results, indicating to buyers that they can explore the property in an immersive way.

Buyer Filters:

Buyers can filter their searches specifically for listings with 3D home tours, increasing the likelihood of your property being noticed.

2D Floorplan:

A 2D floorplan is included with the Zillow 3D Home Tour, providing more valuable information to potential buyers.

Faster Sales:

The immersive experience provided by 3D home tours can lead to quicker sales, reducing the time your property spends on the market.

Detailed Property Visualization:

Zillow 3D Home Tours allow potential buyers to better visualize the property's layout and features, increasing their confidence in making an offer.

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Premium Placement

Living room

Living room

Living room

Living room

Living room

Living room

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SOLD IN A SNAP

Leading Expert in Real Estate Marketing:

Benefit from Sold in a Snap's reputation as a leading expert in real estate marketing. Our proven track record ensures your property receives top-tier marketing strategies and industry expertise.

Maximized Online Visibility:

Sold in a Snap's high-quality images enhance your property's online presence, attracting more attention from potential buyers.

Local Market Expertise:

Sold in a Snap's understanding of the local real estate market helps position your property strategically for maximum impact.

Competitive Edge:

Stand out in the market by showcasing your property with the best-in-class real estate photography services from Sold in a Snap.

Comprehensive Marketing Package:

Sold in a Snap offers a full-service marketing package, providing you with a range of tools to effectively market your property.

Peace of Mind:

All photographers at Sold in a Snap have been background checked for your safety and peace of mind.

5-Star Reviews and Customer Service Excellence:

Count on Sold in a Snap's commitment to 5-star service as evidenced by our Google Reviews.

When it comes to real estate marketing, choosing the right partner is essential. We partner with Sold in a Snap because they are the world's leading experts in their field. They specialize in providing top-tier Real Estate Photography and Marketing. We believe that every member of our team should be the best and that is why we choose to provide you with Sold in a Snap marketing at no cost to you.

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Providing You the Best!