

# SELLING & MARKETING APPROACH

Statistics show that 90% of all home buyers begin their search online. The Internet, including social media platforms, has eclipsed traditional advertising. Because of this, it is critical that your home has a strong online presence. Legacy Realty Partners utilizes a multitude of resources to ensure your property reaches buyers worldwide. We showcase homes on Realtor.com, Trulia, Zillow, Redfin, Homes.com, and other major real estate websites. In addition to these websites, we market your property on prominent social media sites, including Facebook, Twitter, Pinterest, and more!

We ensure your property dominates the internet to reach the perfect buyer. Below are the tools we utilize to market your property to buyers worldwide.

## PROXIOPRO – WORLDWIDE MLS

To reach buyers worldwide, Legacy Realty Partners utilizes the international multiple listing system (MLS) known as ProxioPro. With this dynamic system, we are able to market your property globally to reach qualified buyers from every location around the world. We instantly market your property in over 200 countries and over 600,00 real estate professionals around the world and make it easy to reach buyers by translating your property's listing into 17 different languages and 24 currencies. We position your property on the premier International MLS as well as the local MLS for complete exposure.

## HIGH SEO BLOGS

Search Engine Optimization (SEO) is the process of inputting keywords into a website with the goal of increasing online popularity. With more keywords, the website will be higher ranked on search engine sites like Google. SEO helps with the visibility of a website or page. Legacy Realty Partners effectively uses SEO to make it easy for buyers to find their dream home. The team specifically uses blogs and pages to highlight every one of the team's listings and their respective communities. Our team also utilizes blogging to bring awareness. Click [here](#) to see one of our High SEO Blogs

## PRINT & DIGITAL FLYERS

The Gomes Team utilizes flyers to make an impression before and after an open house has been scheduled for your property. We create custom print and digital flyers. In addition to the traditional "Open House" flyer, these flyers include "Coming Soon" to "Just Listed" and more. The flyers are sent to thousands of buyers, investors, and real estate professionals in our database and also posted on top social media platforms. This invaluable service dramatically increases the chance of connecting an interested buyer with your home.

## DRONE VIDEO & PHOTOGRAPHY

To fully capture stunning images of our Luxury listings, the Gomes Team utilizes drone photography and video. With Tour Factory video, we are able to acquire dramatic images of your property and its location. We take stunning aerial view photos of your property that would otherwise be unobtainable with traditional photography. These high-res aerial shots produce impressive visuals of your property and increase the appeal to the affluent buyers you need to reach. Your property's highly desirable features, such as pools, landscaping and other attractive amenities, are highlighted for prospective buyers.

## 3D VIRTUAL TOURS

In addition to professional photography, Our team creates 3D virtual tours to instantly place online buyers from any device directly into your property. The 3D tour is easy to navigate, and each room is labeled. In addition to providing an immersive experience, 3D Virtual Tours allow potential buyers to appreciate details that may be missed in traditional photography.

## CUSTOM PROPERTY WEBSITES

The Legacy Realty Partners provides your property with custom property websites, complete with a virtual tour. Potential buyers are able to view photos of the property and its details, as well as agent information, scheduled open houses, and driving directions. The virtual tour provides buyers with all the information they need when viewing the home. As well as being on the team's website, the virtual tour and custom property websites are also advertised on our [YouTube channel](#). These websites are an added value that we provide to our clients at no cost.

## SOCIAL MEDIA CAMPAIGN

Social media is an important asset to any home buyer or seller. The Gomes Team utilizes [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), and [LinkedIn](#) to reach a wide range of buyers from around the world. Our team promotes new listings, open houses, blogs, and all listings on social media to attract buyers, and sell properties efficiently and quickly. These social media network links are then shared with thousands of real estate professionals, as well as investors, developers, and buyers. With a click of a button, your listing can easily be shared with nearly anyone, making social media a vital component when marketing your property online.