

What Goes Into a Successful Sale



Magnolia approaches each listing with a structured marketing plan tailored to the home and current market conditions. The following outlines the key elements that may be included in your listing strategy, ensuring your property is prepared, presented, and positioned effectively for the market.

Pre-listing Strategy

- Pre-listing walkthrough consultation
- Pricing strategy + market positioning
- Comparative market analysis (CMA)
- Repair / upgrade recommendations
- Pre-inspection guidance

Preparation

- Professional cleaning
- Targeted repair & improvement plan
- Staging consultation
- Furniture rearrangement guidance
- Minor touch-up recommendations

Digital Production

- Professional photography
- Twilight / golden hour photography
- Cinematic video tour
- Drone photography / video
- 3D Tours
- Social Media editing
- Digital ad creation

Marketing & Exposure

- MLS® listing & syndication
- Custom property website / feature page
- Instagram and Instagram stories
- Email marketing to agent database
- Email marketing to buyer database
- Agent-to-agent outreach
- Digital advertising campaigns

Print & Local Presence

- Lawn signage
- Feature sheets / brochures
- Neighbourhood mail campaign
- Open house strategy
- Weekly Open Houses
- Showings and inspection scheduling

Negotiation & Sale

- Offer strategy and review
- Negotiation representation
- Contract conditions management
- Transaction coordination to closing
- Walkthrough

Every home is unique. This plan will be tailored to reflect your schedule, expectations, your security, timeline, and current market conditions.

Client Acknowledgment:

Signed:

Date: