

SELLER MARKETING PLAN



Your Seller's Marketing Plan

I fund the marketing. You don't write the check.

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THE CORE PROMISE

When You List With Me, I Fund The Marketing

Professional photography, paid ads, printed materials, event costs — all upfront, on my dime. My return comes from a successful sale, so I'm motivated to market your home aggressively, not just list it and wait.

\$425K

Agent-assisted median sale price (NAR, 2025)

91%

Of sellers used a real estate agent in 2025 — a record high

PART ONE

The 7-Channel Marketing Engine

Seven channels, running simultaneously, funded before your home goes live.



Professional Photography



Facebook Campaigns



Neighborhood Flyers



Door-Knocking



Agent Outreach



Local Business Partners



Maximum MLS Exposure

Professional Photography & Media

- Wide-angle interior photography, properly lit and composed
- Twilight exterior shots for maximum curb-appeal impact
- Drone / aerial footage where the property benefits from it
- A walkthrough video built for social and listing syndication

118%

increase in online listing engagement with
professional photos vs. standard smartphone photos

Digital Reach + Neighborhood Presence



Paid Facebook & Instagram Campaigns

Geo-targeted ads to likely buyers, plus retargeting for anyone who's engaged with the listing.



Neighborhood Flyers

Professionally designed flyers distributed throughout the immediate area — neighbors often know a buyer.



Door-Knocking

Direct, in-person outreach to the streets surrounding your home — real conversations, real word-of-mouth.

Network Amplification



Mass Email to Every Agent in the County

The majority of buyers purchase through an agent — your listing reaches every agent who may already have a buyer.



Local Business Partnerships

Cross-promotion with nearby coffee shops, gyms, and salons — visibility inside people's everyday routines.



Maximum MLS Exposure

Additional paid visibility and placement so your listing stands out, not just another entry in the results.

The Five-Sense Open House

People decide emotionally, then justify with logic. A multi-sensory home creates a stronger imprint than one that only looks good.



Sight

Staging, lighting,
clear sightlines



Smell

Fresh baking or
subtle candles



Sound

Low ambient
music



Touch

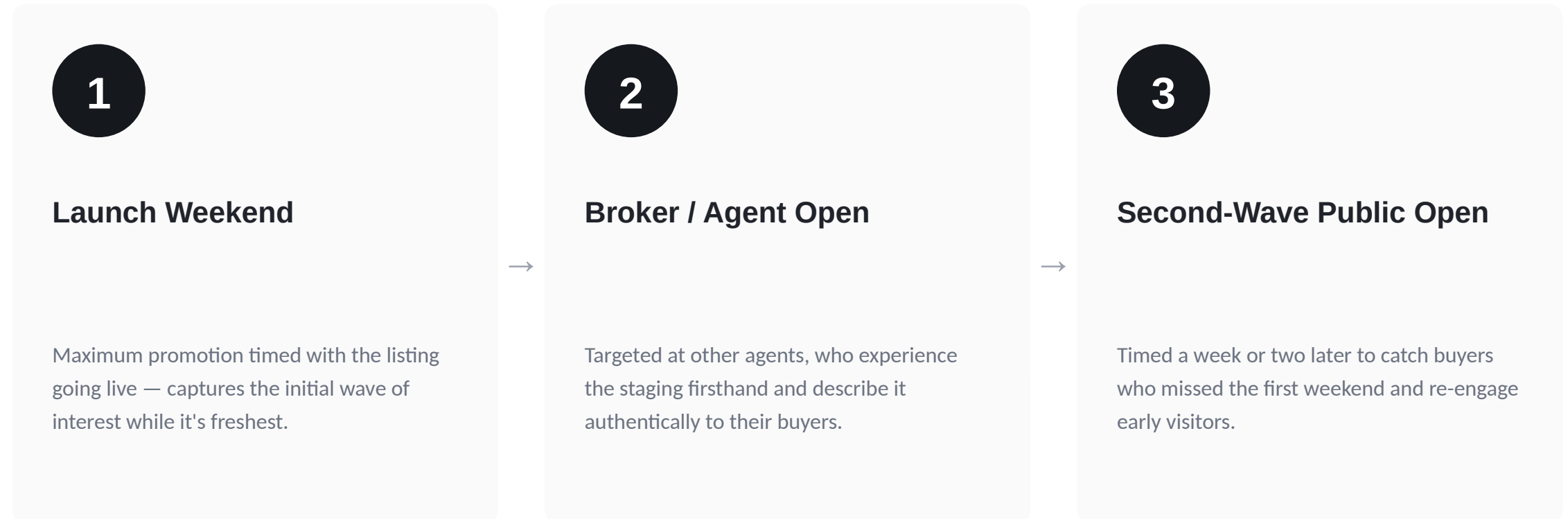
Staged textures,
soft fabrics



Taste

Light
refreshments

Three Open Houses, Three Purposes



What Top Agents Also Do



Cooperative Open House Circuits

Coordinating with nearby listings the same day signals a professional network and pulls more total buyer traffic.



Segment-Specific Open Houses

One event tailored to investors, another to relocation buyers — sharper messaging reads as more credible.



Capture-and-Follow-Up System

Open house attendees convert at 45% higher rates than online leads — but only with real, structured follow-up.

Pricing Psychology: The Sweet Spot

Too High

Sits on market, accumulates days-on-market stigma, often sells below where correct pricing would have landed.

The Sweet Spot

Backed by a real CMA using genuinely comparable recent sales — not an automated online estimate or an emotional number.

Too Low

Leaves money on the table — buyers pay what a home is priced at plus modest negotiation, not dramatically more.

What The Data Shows

\$425K

Agent-assisted median sale price

\$360K

FSBO median sale price

91%

Of sellers used an agent (2025, record high)

5%

FSBO market share (2025, all-time low)

Source: National Association of Realtors, 2025 Profile of Home Buyers and Sellers. National medians; not a guarantee of outcome for any specific property.

NEXT STEP

Let's Build Your Plan



- 1 Get your real number — home valuation + net proceeds calculator on theopeningdoors.com
- 2 Get a full CMA — a precise, comparable-sales-based price recommendation
- 3 Book a consultation — walk through this exact plan for your property, no pressure

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