

Selling First: Our Marketing Plan

Selling Your Home for Top Dollar

Current market conditions in Alamogordo require selecting a real estate firm of the highest caliber. Every local real estate firm will tell you their #1 goal is to market your home for maximum value. Before you list your home for sale, ask each agent to provide you a copy of his or her marketing plan. We're talking about selling one of your most valuable possessions; so don't risk listing your Alamogordo property with just any real estate agency.

Remember, not all real estate firms are created equal. Here is what you can expect when you list your home with ERA Simmons Real Estate.

Online Marketing

Enhanced Listings on Our Site

ERA Simmons Real Estate has the #1 local web portal for potential buyers to search for Alamogordo, NM, properties listed for sale online. We ensure your listing is positioned within the search engines for maximum exposure. To reach the optimum home buying audience, we also make sure that your home is provided national exposure on other high-traffic websites where potential buyers visit. This means placing your home on these selected high-profile websites to provide you the absolute best marketing advantage. These sites include:

- REALTOR.com
- Yahoo Real Estate Classifieds
- Google Base
- Craigslist.com
- Trulia.com
- Openhouse.com
- Zillow.com
- Frontdoor.com
- ERA.com

Immediate Placement of Your Property in the Local MLS

We immediately enter your home's information in the local [MLS](#) for maximum exposure to both potential buyers and local Alamogordo real estate agents.

Custom Virtual Tours

We highlight your home's features by using the very latest in multimedia virtual tours, which generate very strong buyer inquiries. We utilize this technology at every given opportunity.

Onsite Marketing

Customized Property Flyer

These customized property flyers incorporate professional design and photography along with well-written copy to entice serious home buyers. Professionally designed and developed property flyers are a powerful marketing tool that advertise the sale of your property. You are encouraged to give these property flyers to all your friends, family, co-workers, and associates.

A Comprehensive "Home Selling Consultation"

Your Alamogordo property will be evaluated by our expert team to help you prepare your property, inside and out, for maximum visual appeal and marketability. This expert service is completely complimentary and its time-tested results have been a consistent winner for our sellers. The immediate impact is to help your property stand out over the competition in your neighborhood. This is especially important considering the current market conditions.

The Most Widely Recognized Yard Sign In The World!

With your permission, we will place the most recognized red and blue sign of success in the real estate industry on your property.

Gold Star Property

ERA® *Gold Star Property* is a program that designates listings that are in "move-in" condition for added marketability with potential buyers. A program which sets your Alamogordo property above the rest.

E-mail Marketing

We Send Out an E-mail Blast to the Top Realtors in Otero County

Our office has not only the top Buyer agents in the area but also an excellent relationship with other Buyer Specialists, which allows us to send out special notices about your home for faster sales.

E-mail Blast to Database of Perspective Buyers Nationwide

We maintain a database of prospective active buyers who will immediately hear about your Alamogordo area home via e-mail which drives greater exposure and even more interest.

Why work with an agent when you can work with an entire real estate company

Before you list your Alamogordo property with an agent, think about it. Isn't it in your best interest to have an entire real estate company working for you to successfully market your home? Here at ERA Simmons Real Estate, you benefit from a complete team of marketing experts who will put this time-tested marketing plan to work for you.

Are you Ready to Get Started?

This comprehensive results-oriented marketing plan is just the first step in getting your Alamogordo property sold for the most dollars in the least amount of time. To schedule your complimentary consultation, contact me today to put this powerful marketing plan to work for you.

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