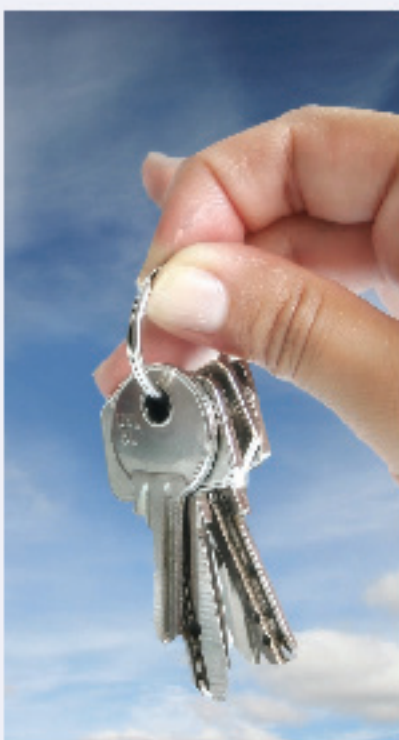


# Next Level Marketing Guide

How Earle Whitmore takes the art of marketing a home to the next level and attracts more "qualified" buyers and better offers through cutting edge print, online and social media marketing strategies.



*Earle*  
**WHITMORE**

*Put My Experience to Work for You*

[www.EarleWhitmore.com](http://www.EarleWhitmore.com)

# RESULTS

After the home has been priced competitively, Earle works diligently day and night to make your house shine through photography, videos and state-of-the-art marketing—promoting your home all over the world...

**...Only Results Matter.**

In the end, there are only three measures of results that matter most to you:

1. The Price You Get
2. How Long it Takes
3. How Much Hassle You Have to Endure



# Earle WHITMORE

Earle Whitmore's marketing strategy for you is designed to sell your home for the most amount of money with the fewest hassles for the terms and conditions that meet your needs. Through innovative print and online advertising, professional staging and photography, and sheer determination throughout the process, Earle is focuses on achieving the right results for you.

Since 1977, Earle has been helping sellers make the most of their opportunities in this ever-evolving market. How? She adapts to the times, always works with her clients' best interests in mind utilizing every resource available to create maximum exposure for her listings. This focused approach has brought her national and local recognition.

- Frequently asked to speak at national level conferences and seminars
- Singled out by national trainers and coaches for her marketing and success rate
- 35 years in the Million Dollar Club
- Life time member of the Northern Virginia Top Producer Club
- Life time member of the Long & Foster Founder's, Master's, and Chairman's Clubs
- Top 1% of agents nationwide

Earle is backed by her support and marketing team, which includes her husband, Stan, who brings years of business experience to create the best possible results for their valued clients. Bottom line: it's easy to see why so many homeowners throughout Northern Virginia turn to Earle for the best in real estate representation.



# PROMOTION

Your Home Needs to Be EVERYWHERE Online!



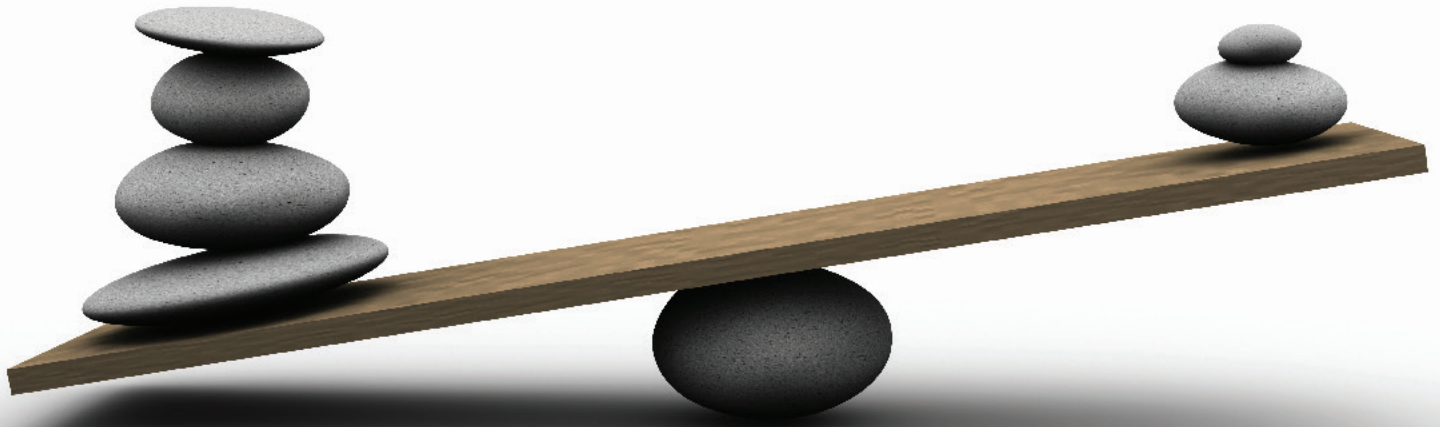
Some agents may just stick a For Sale sign in your yard and post your listing on the MLS. Earle takes it many steps further. Whether it's through print advertising, direct mail, online promotion or social media marketing, she utilizes every resource available to get your home seen by as many potential buyers as possible.

With a creative eye, cutting-edge marketing strategies and proven expertise in the market since 1977, Earle knows what it takes to attract buyers and has always embraced technology to maximize exposure for the listings she represents. Let her show you how to get the best return from your home sale!

**Earle Whitmore  
knows how  
to get your  
listing seen!**



# PRICING



Pricing a home correctly is an art. It requires finding a balance between the proper interpretation of statistical analysis and the gut instinct that can only come with Earle's extensive experience and market knowledge.

Every home is unique. It takes a real pro to find the ideal price point for your property.





# The Art of Pricing

## Start with an open mind.

The buyer of your home will have reviewed dozens of houses on-line which, in their mind at least, have many things in common with yours. They may have actually visited an equal number of homes. They will know about the neighbor's house that sold a short time ago; they may even know about the house a couple of streets over which sold much longer ago. In many cases they drive by and look at the outside of the recent sales. They do their homework. So should you! Earle will talk you through all the recent sales that in any way impact the price of your home. She will assist you in identifying the similarities and differences between your home and other similar homes. She will help you translate these differences and similarities into dollars to help you arrive at the pricing "sweet spot" which will attract the most potential purchasers. The dynamics of the local market will always be discussed so you will not be penalized by a radical change in the market.

## Be realistic about the condition of your home.

You may have been willing to put up with a leaky faucet or roof, tree roots coming through the driveway, rooms last painted 20 years ago, or windows that aren't energy efficient, but your buyer will expect to pay less for a house they perceive to be in need of maintenance and/or significant updating.

## Be aware of market conditions at the time you go on the market.

The media is full of contradicting stories about prices going up or down or it being a seller's or buyer's market. Most of these stories reflect a national market and are definitely true at some locations. Our local real estate market is frequently not the national one. Daily Earle looks at market activity and updates for national and local real estate. She constantly follows what's happening in your neighborhood so your asking price is optimum for maximizing your bottom line.



# PHOTOGRAPHY

The foundation of great marketing is great pictures. Earle makes sure every home she represents has excellent photography. The first impression almost every buyer will have of your home is formed from the pictures they see online. Unflattering, inadequate numbers of, or poorly lighted pictures turn purchasers off. The same is true for in-house brochures, which help a purchaser remember the details of the property they have visited.

Earle's professional level photography will showcase your home for exceptional visual appeal both online and in her in-house brochure.





## In Real Estate, a Picture Can Be Worth a Thousand Words— and Thousands of Dollars!

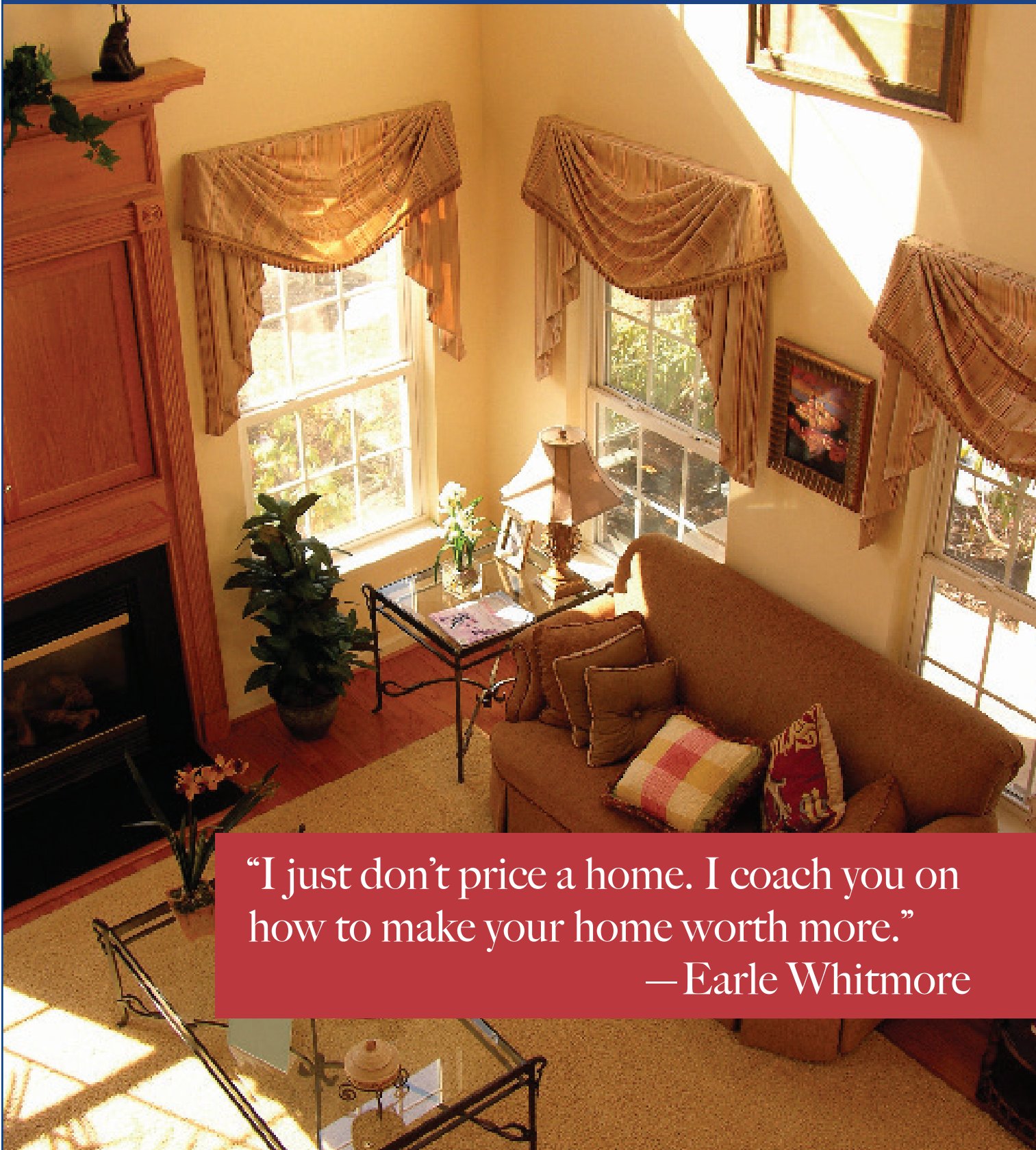


If your objective is to get the very best price for your property, it pays to make a good first impression. With Earle, your home will be professionally photographed with state-of-the-art photo and cinematic video equipment.

*A recent study from the Wall Street Journal shows that houses tend to sell for more when photographed with pro-quality cameras. These properties command higher asking prices and tend to sell at a greater price than listings shown with ordinary consumer-level cameras. It was also found that plentiful numbers of high quality listing photos attract far more attention online.*

These days, the term “pictures” also refers to videos. Many real estate agents have been reluctant to adopt the use of video in marketing their listings because it’s expensive and more time consuming. Earle embraces this technology, creating video tours of homes she lists and posting these videos online through such sites as YouTube and her own website. “I think it’s a extremely effective way to help make the best possible first impression,” she says.

# STAGING



“I just don’t price a home. I coach you on how to make your home worth more.”

—Earle Whitmore

# Earle WHITMORE

## Appeal to More Buyers with Professional Staging Services and In-House Brochures.



Before great pictures can be taken or a truly memorable open house held, a house needs to be presented in its absolute best light. That's where staging comes in.



Earle will coach you by sending a professional home stager to help you add flair and make your home as appealing as possible. Everyone has their own style. A stager will tweak your style using a creative eye so your home will appeal to the greatest number of buyers.



Earle's brochures highlight the key features of your home (including a floor plan) in an appealing and useful way. Her brochures are designed to answer buyer's questions, remember the layout of the house, and, most importantly, have all the facts necessary to write an excellent contract.



# Earle WHITMORE

Put My Experience to Work for You



## Get More Out of Your Home Sale!

When it comes to selling your most important investment—your home—you deserve to work with a real estate professional who knows the market inside-and-out, is dedicated to your needs and who excels at marketing your home for maximum exposure and for top dollar. In Northern Virginia, that professional is Earle Whitmore.

When you are ready to make your move, contact Earle today and discover what her Next Level Marketing approach can do for you!



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