



LUXURY PROPERTY MARKETING PLAN



RM
BRUCE MORGAN



EXECUTIVE SUMMARY

Most agents throw your listing on the MLS
and hope for the best.

We don't.

THE GLP DIFFERENCE

Our approach combines smart market positioning, professional presentation, and aggressive marketing to get you the best possible price in the shortest time. We've done this hundreds of times in Indian Wells and the Coachella Valley.

Our Goal: Get you top dollar for your home without the typical stress and hassle.

CAMPAIGN OBJECTIVES

What We're Going to Do:

- Sell at or above current market value
- Close when you want to close
- Get your home in front of serious, qualified buyers
- Keep your property's reputation strong throughout the process

How We Measure Success:

- 15-45 days to sell (most homes take 60+ days)
- 98-102% of asking price (we usually hit or beat asking)
- 80%+ qualified showings (no tire-kickers wasting your time)
- 10,000+ targeted luxury buyer impressions



THE BOTTOM LINE

*We sell your luxury home at or above market value,
faster than the competition, with less stress for you.*

OUR TRACK RECORD:

- 98-102% of asking price (vs. 94% market average)
- 15-45 days on market (vs. 60+ day average)
- 80%+ qualified showings (vs. 40% typical)

THREE BUYER TYPES, THREE STRATEGIES

The Luxury Relocator Age 45-65 | \$250K-\$500K income

Strategy: Emphasize schools, community, investment value

The Seasonal Resident Age 55-75 | \$2M+ net worth

Strategy: Golf access, views, lock-and-leave convenience

The Investment Buyer Age 35-55 | Portfolio builder

Strategy: Market trends, ROI potential, appreciation

WHAT MAKES INDIAN WELLS SPECIAL

- ✓ Country Club prestige and Tennis Garden events
- ✓ Low-density city planning maintains exclusivity
- ✓ Central valley location with premium amenities
- ✓ Championship golf and world-class dining

90-DAY MARKETING TIMELINE



WEEK 3: LAUNCH

- MLS activation across all platforms
- Social media campaigns begin
- Agent network notification
- Direct mail to target buyers



WEEKS 1-2: PREPARATION

- Professional photography + drone video
- Staging consultation + virtual tours
- Custom property website creation

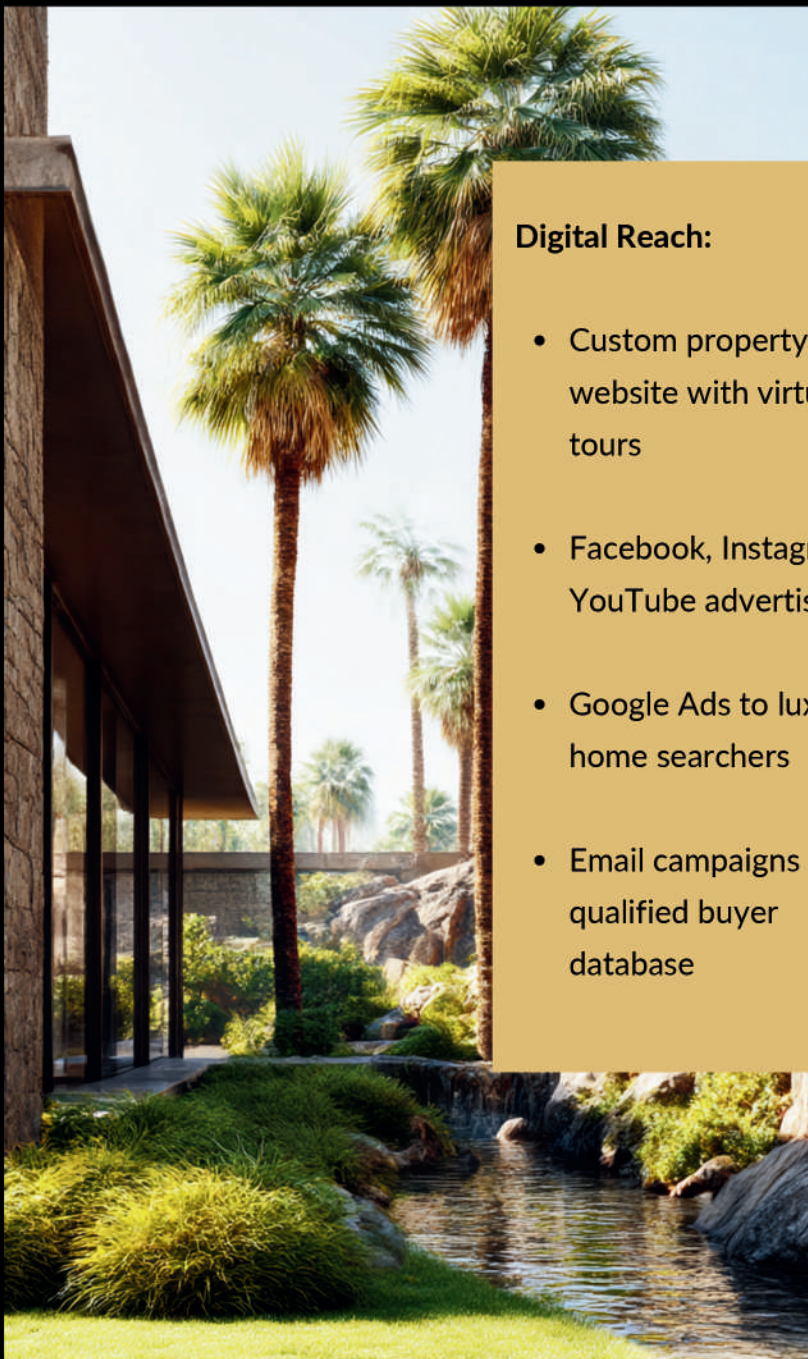


WEEKS 4-12: SUSTAINED PRESSURE

- Weekly content + email campaigns
- Monthly open houses (when appropriate)
- Continuous digital advertising
- Regular strategy adjustments



WHERE YOUR BUYERS WILL SEE YOUR HOME



Digital Reach:

- Custom property website with virtual tours
- Facebook, Instagram, YouTube advertising
- Google Ads to luxury home searchers
- Email campaigns to qualified buyer database

Premium Placement:

- Zillow Premier Agent spotlight
- Realtor.com luxury showcase
- Luxury Portfolio International network
- High-end magazine advertisements



NEXT STEPS

1. **PROPERTY EVALUATION** - MARKET ANALYSIS + PRICING STRATEGY
2. **PREPARATION PLAN** - STAGING + IMPROVEMENT RECOMMENDATIONS
3. **MARKETING LAUNCH** - FULL CAMPAIGN IMPLEMENTATION
4. **ACTIVE MANAGEMENT** - ONGOING OPTIMIZATION + FEEDBACK
5. **SUCCESSFUL CLOSING** - EXPERT NEGOTIATION + COORDINATION

**Ready to sell
your luxury
property?**

**Bruce Morgan,
Luxury Specialist**

*This marketing plan represents
our commitment to getting
you exceptional results through
strategic positioning,
comprehensive marketing,
and expert execution.*



GRAND LUXURY PROPERTIES

