

INDIAN WELLS • PALM DESERT • LA QUINTA • RANCHO MIRAGE

LUXURY PROPERTY MARKETING PLAN



BRUCE MORGAN

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REALTOR® | DRE #02277792 | GRAND LUXURY PROPERTIES

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GRAND LUXURY PROPERTIES

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

I don't.

Every listing I take is prepared with precision: priced from closed sales, presented at a standard the buyer expects at this level, and marketed to the people who actually transact in this valley.

MY GOAL

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



THE BRUCE MORGAN APPROACH



Before I sold real estate, I spent 20 years in vascular surgery and high-stakes medical litigation. Duke for college and medical school. Harvard for surgical training. A career where preparation wasn't optional and the margin for error was zero. I've called the Coachella Valley home for over 20 years and I live behind the gates of Indian Wells Country Club. I know these communities because I'm your neighbor, not just your agent.

My approach combines smart market positioning, professional presentation, and aggressive marketing to position your home to attract the right buyers and the strongest offers. Every listing gets a strategy built from scratch.

BRUCE MORGAN

Indian Wells Luxury Specialist

DATA-DRIVEN PRICING

Closed sales, active inventory, and community-specific factors.

CUSTOM MARKETING

Built for your property, not lifted from a template.

SURGICAL PRECISION

Twenty years as a vascular surgeon trained me to prepare, execute, and protect when the stakes are high.

CAMPAIGN OBJECTIVES

WHAT I DO . HOW I MEASURE IT .

WHAT I'M GOING TO DO

- 01 Price your home using current closed sales data, not guesswork.
- 02 Get your home in front of serious, qualified buyers.
- 03 Keep the process moving with clear communication at every stage.
- 04 Protect your property's reputation throughout the process.

HOW I'LL MEASURE SUCCESS

- 01 Strategic pricing designed to capture buyer interest when it peaks.
- 02 Professional marketing across digital, print, and private networks.
- 03 Targeted marketing that attracts serious, qualified buyers.
- 04 Weekly reporting so you always know where we stand.



THE BOTTOM LINE

My goal is to position your luxury home to sell at its full market value with the right strategy, the right marketing, and less stress for you.

THREE BUYER TYPES, THREE STRATEGIES

Your home is not shown the same way to every buyer. Each audience is approached with the message that moves them.



THE LUXURY RELOCATOR

AGE 45-65
\$500K+ INCOME

Emphasize schools, community,
and long-term investment value.



THE SEASONAL RESIDENT

AGE 55-75
\$2M+ NET WORTH

Golf access, views, and lock-and-
leave convenience.



THE INVESTMENT BUYER

AGE 35-55
PORTFOLIO BUILDER

Market trends, ROI potential, and
appreciation.





THE TERRITORY

WHERE I SELL

INDIAN WELLS

The highest price per square foot in the valley. Vintage Club, Toscana, Indian Wells Country Club, Eldorado, The Reserve. This is home.

LA QUINTA

The deepest buyer pool in the desert. PGA West, Madison Club, The Hideaway, Andalusia, Trilogy, and more.

PALM DESERT

The valley's center of gravity. Bighorn, Ironwood, Sun City, Monterey Country Club, and a wide range from established neighborhoods to ultra-luxury estates.

RANCHO MIRAGE

Established prestige and new energy. Mission Hills, Thunderbird, Morningside, and Cotino, Disney's first Storyliving community.

90-DAY MARKETING TIMELINE

Weeks

1–2

PREPARATION

Professional photography and drone video.
Staging consultation and virtual tours.
Custom property website creation.

Week

3

LAUNCH

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

Weeks

4–12

SUSTAINED PRESSURE

Weekly content and email campaigns.
Monthly open houses, when appropriate.
Continuous digital advertising.
Regular strategy adjustments.

DISTRIBUTION

WHERE YOUR BUYERS WILL SEE YOUR HOME

DIGITAL REACH

Custom property website with virtual tours.
Instagram, Facebook, and TikTok campaigns.
Google Ads targeting luxury home searchers.
Email campaigns to a qualified buyer database.
Featured on desertluxeproperties.com with a
full property showcase.

PREMIUM PLACEMENT

MLS syndication across all major platforms,
including Zillow, Realtor.com, and Redfin.
Grand Luxury Properties agent network and
buyer database.
Direct mail to targeted neighborhoods and
club communities.
Private network outreach to top-producing
agents across the valley.

SYNDICATED ACROSS



SOCIAL CAMPAIGNS



FIVE STEPS TO SOLD

- | | | |
|----|---------------------|---------------------------------------|
| 01 | PROPERTY EVALUATION | Market analysis + pricing strategy |
| 02 | PREPARATION PLAN | Staging + improvement recommendations |
| 03 | MARKETING LAUNCH | Full campaign implementation |
| 04 | ACTIVE MANAGEMENT | Ongoing optimization + feedback |
| 05 | SUCCESSFUL CLOSING | Expert negotiation + coordination |

Ready to sell your luxury property?

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