

FOR LISTING APPOINTMENTS

YOUR LISTING MARKETING PLAN

When you list with me, your home doesn't just go on the market — it gets a full professional marketing package produced by Sutter Media, the team behind the metro's most impressive listings. Here's exactly what your home will receive.



WHAT YOUR LISTING GETS

- ☐ **Professional HDR Photography** — magazine-grade photos of every key space, delivered within 24 hours
- ☐ **Cinematic Property Video** — a walkthrough film that showcases the lifestyle, not just the rooms
- ☐ **Social Media Reels** — vertical video built for Instagram, Facebook, and TikTok reach
- ☐ **Licensed Drone Photo & Video** — aerial views that show off the lot, neighborhood, and location
- ☐ **Twilight Photography** — dramatic dusk exteriors that stop buyers mid-scroll
- ☐ **2D & 3D Floor Plans** — so buyers understand the layout before they ever walk in
- ☐ **3D Virtual Tour** — an immersive walkthrough for out-of-town and busy buyers

WHY PROFESSIONAL MEDIA MATTERS

- **Nearly all buyers start their search online** — your photos are the first showing
- **Better media means more clicks, saves, and showings** — listings that look premium attract more attention in the first 48 hours
- **Video and reels reach buyers agents can't** — social content puts your home in front of thousands beyond the MLS
- **Aerial and twilight set your home apart** — most listings don't have them — yours will

WHAT TO EXPECT

- 1 We schedule your shoot**
Your agent books the session around your timeline.
- 2 You prep the home**
You'll receive a simple prep checklist so every room is camera-ready.
- 3 Shoot day**
A professional crew captures photos, video, drone, and more — typically in one visit.
- 4 Photos delivered within 24 hours**
Your listing media comes back fast, edited to a luxury standard.
- 5 Your home launches everywhere**
MLS, Zillow, Realtor.com, social media, and your agent's marketing channels.