

SALES AND MARKETING

With The Krakofsky Team

WWW.KRAKOFSKYTEAMREALTY.COM





WHO WE ARE

We are an amazing team of individuals with almost ten years of experience to take amazing care of our clients. Jamie is one of the top realtors in Colorado Springs and the surrounding areas. Certified Military Relocation Specialist and have been acknowledged with several accomplishments in the past few years. Including Hall of fame award in 2018 and the Chairman award in 2019. Making us one of the top 5% teams in the world. Your home sale or purchase will be in amazing hands.

PRICING STRATEGY

TO EFFECTIVELY PRICE AND ULTIMATELY SELL YOUR HOME:



We will research and create a pricing strategy to maximize the excitement and momentum of your property as soon as it goes live.



Conduct a detailed, custom market analysis.



Understand and consider the unique characteristics and amenities of your home and its location.



Meld our expertise in the real estate market and your expectations around timing and outcomes.

*A home priced at market value
will attract more buyers than a home priced above market value.*

*Additionally, a home priced competitively will attract a greater
number of potential buyers and increase your chances for an
expedited sale!*

MARKETING STRATEGY



STAGING

To ensure a positive first impression, we will guide you through preparing your home to go live.

Exterior features, in tandem with interior staging will be well thought out, creating an experience that will appeal to prospective buyers.



PHOTOGRAPHY

We have created strategic partnerships with the area's best, professionally trained real estate photographers who will capture stunning, high quality images of your home for both online and print broadcast.



PRINT/DIGITAL MEDIA & NETWORKS

Our team will determine the best print and digital media strategy for your home, based on the current market, location, features etc. We believe this is not a one-size fits all process, but will ensure that your home is broadcasted via brilliant marketing collateral, individual property landing pages when applicable and via social media platforms. Additionally, we will market your listing to the area's top real estate professionals, affiliate networks, and our personal spheres of influence.

MARKETING STRATEGY

OPEN HOUSES

High profile open house events will be coordinated to generate optimal traffic and attract highly qualified buyers. We will leverage this effort and generate interest with strategic advertising campaigns, door knocking, press releases, newspaper ads, social media broadcasts and website promotion.

CUSTOM PROPERTY WEBSITE

We will create a dedicated individual property website exclusively for your home that will enhance and support our highly targeted marketing strategy.

WEBSITE EXPOSURE

Your home will be featured on our team website.





DIGITAL MARKETING THAT DRIVES RESULTS

- Open House Flyer email blast to real estate communities, affiliate networks and personal sphere of influence.
- For Sale social media broadcast on Twitter, Instagram and Facebook.
- For Sale campaign targeted to highly qualified buyers.
- Launch listing on KWLS, MLS and other syndication websites.
- Custom landing webpage and funnel campaign promoting open house.
- 4 -page digital brochure to attract international buyers.

WHY KELLER WILLAIMS

TECHNOLOGY

In August 2017, Keller Williams announced a \$1 billion fund to fuel all the R&D and M&A required to build the real estate industry's preferred platform. With resources in place, KW remains focused on building technology that empowers agents to provide the best CONSUMER EXPERIENCE. This new home search experience will empower agents and consumers alike, uniting them inside one central point for communication, on-demand information and collaboration.

TEAMWORK

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests. We're confident that every Keller Williams professional shares the common goal of serving you, our client, in the best way possible.

KNOWLEDGE

Keller Williams Realty helps us stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares us to provide you with unparalleled service.

RELIABILITY

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces our belief that our success is ultimately determined by the legacy we leave with each client we serve.

TRACK RECORD

We are proud to work with the largest real estate franchise in the World by agent count. It's proof that when you offer a superior level service, the word spreads fast.



KELLER WILLAIMS WORLDWIDE



Argentina • Belgium • Belize • Bermuda • Cambodia • Canada • Chile • Colombia • Costa Rica • Czech Republic • Dubai, UAE • France • Greater Shanghai, China • Greece • Honduras • Indonesia • Ireland • Israel • Italy • Jamaica • Japan • Luxembourg • Malaysia • Mexico • Monaco • Morocco • Nicaragua • Northern Cyprus • Panama • Philippines • Poland • Portugal • Puerto Rico • Romania • Slovenia • Southern Africa • Southern Cyprus • Spain • Thailand • Trinidad and Tobago • Turkey • Turks and Caicos • United Kingdom • *United States • Vietnam

Keller Williams Realty is the largest real estate franchise in the world – home to more real estate professionals than any other company, providing a powerful global network for agents and consumers.

5 CONTINENTS 50+ REGIONS 285+ MARKET CENTER LOCATIONS

As of August 2022

KW has a global reach that allows your property to be broadcast to interested buyers around the world. My global network allows me to strategically market your property to the largest audience possible.