

PLACESTER

Dream house for you

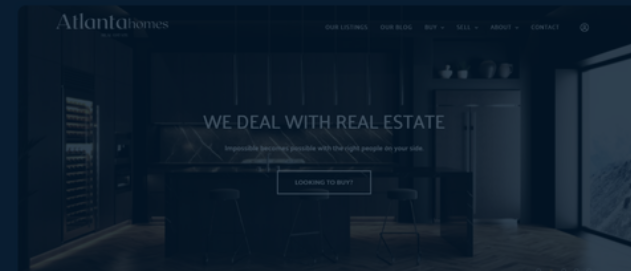


DO IT FOR ME

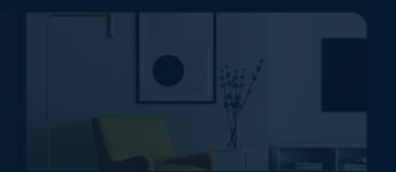
Content Pro

Different types of engaging content: blog posts, bio, area pages, dedicated guides etc.

CHECK NOW



Dream estate



DIFM PRESENTATION

Agenda

- 01** Why great content matters
- 02** What you get
- 03** Types of content

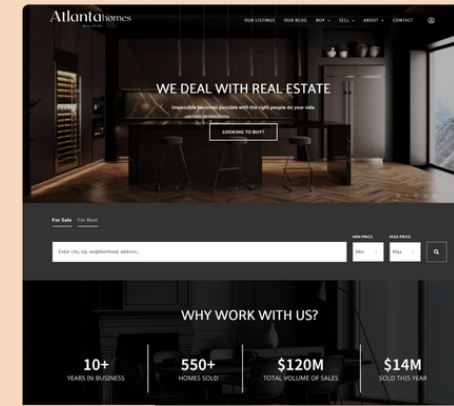


BENEFITS

Why great content matters

Having valuable and interesting content on your website and social media profiles helps to engage and connect with your visitors and followers. Providing relevant and engaging information keeps your visitors coming back for more, which results in increased traffic and conversions.

Well-written content based on keywords can also help to improve your website's search engine rankings, resulting in even more traffic and exposure online. Your visibility is the number one goal of digital marketing efforts and we know how to achieve that.

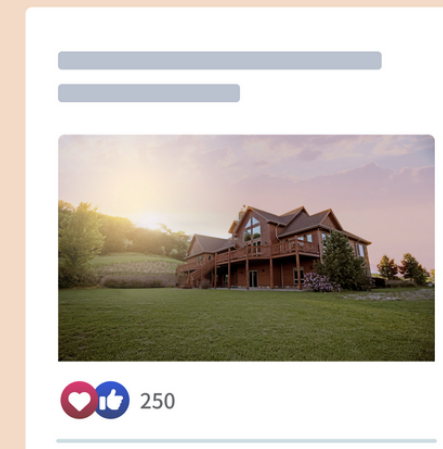
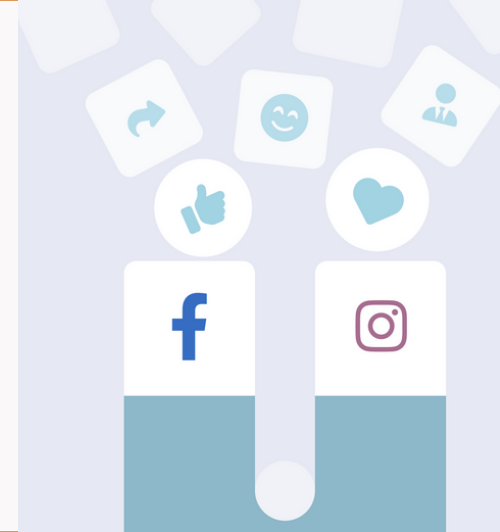


Custom Website

90% of home buyers used the internet in their home buying process.

Social Media Presence

In recent years, social media have impacted 72% of Millennials and Gen Zers' buying decisions.

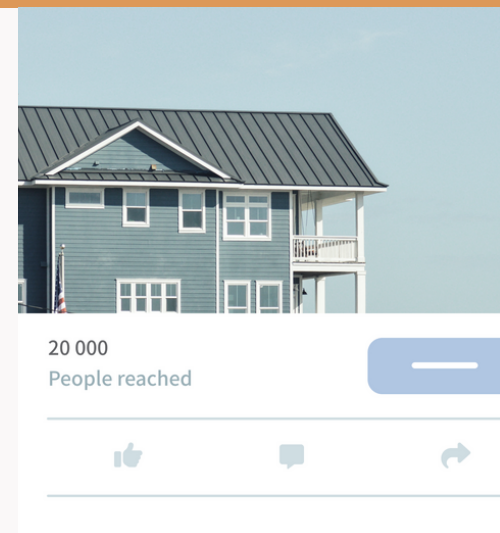


Engaging Content

Having attractive and optimized content on the site is critical to your online visibility.

Outreach Increase

Being limited to organic activity only curbs your outreach, displaying your content to just some of your followers.

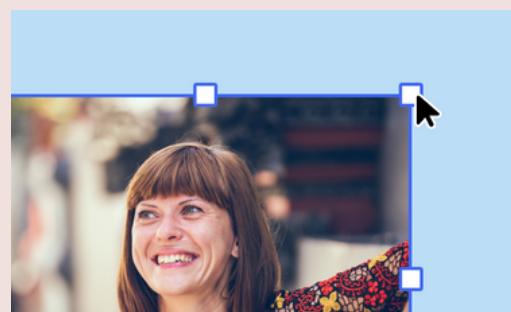


BENEFITS

What you get

Our team consists of content creators, graphic designers and web developers who specialize in the area of real estate marketing and know what it is your prospect clients want. Apart from a custom real estate website equipped with lead capturing tools, DIFM Content Pro allows you to benefit from 4 pieces of content and 12 social media posts with stunning visuals monthly. Before our activities start, we will set up or update your Facebook and Instagram profiles and create post templates that will speak one voice with your brand.

As a subscriber, you will have access to our experts **every day** during business hours. **Whenever** you need help or want to discuss an idea - you can write to us on the **chat**.



Unlimited changes

We will make any website change you request for free.

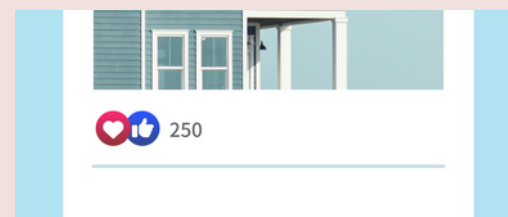


Hello!

How can I help?

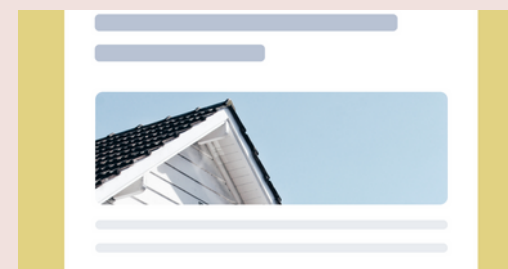
Constant support

Ongoing technical & creative support from our experts.



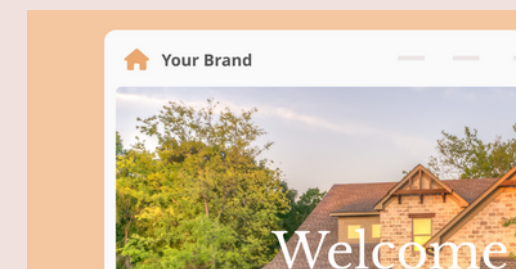
12 social media posts

Monthly content schedule with custom imagery for your Facebook and Instagram profiles.



4 pieces of website content

Quality posts, pages, blog articles, testimonials, etc. each month.



Custom website

Lead capture, area pages, saved searches and much more.



Social media profiles

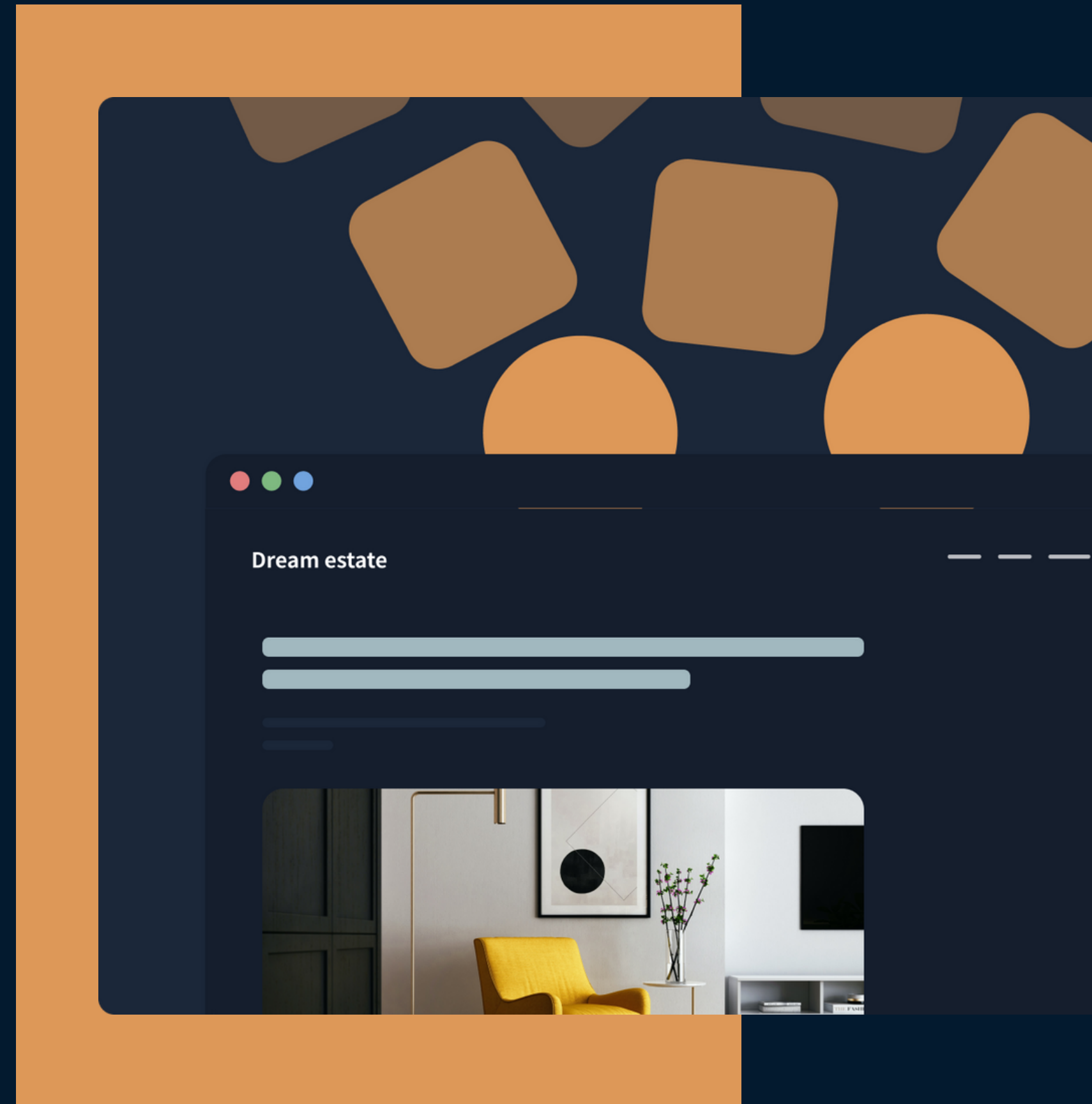
Setup of cover photos, avatars, and profile details.

CONTENT PRO

Types of content

We are versatile & creative when it comes to content creation. With our extensive knowledge and expertise in the field, we can write professional and researched blog posts and articles, put together a monthly social media schedule or design stunning downloadables for your clients - all of which improve your website's search engine rankings and your relationship with prospects.

- Blog posts
- Bio & About Page
- Individual sub-pages
- Social media posts
- Lead gen resources





CONTENT PRO

Blog Post

Your blog is where your visitors look for information connected with the real estate market and the area they're interested in. It is also the crucial part of your website when it comes to exposure on Google.



Our specialists will provide you with quality blog content that will be informative and attractive for your prospect clients.

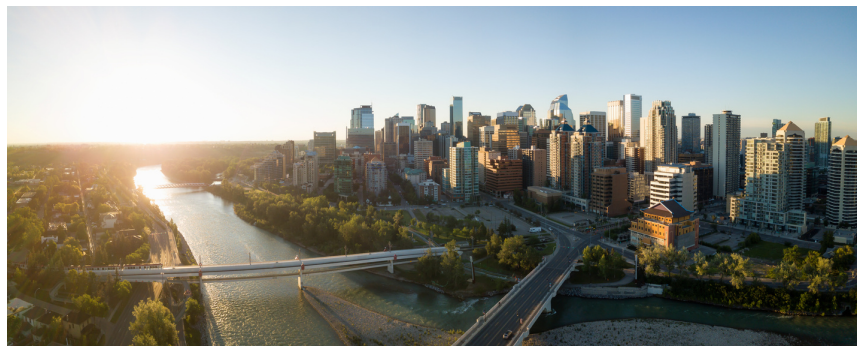
FOR SELLERS

Blog Post

Why More First-Time Sellers are Getting Ready to Move

A recent survey of 2,000 U.S adults from Coldwell Banker and Harris Polls found that 44 percent of millennial homeowners Plan on selling their homes within the next 12 months. Furthermore, nearly one in three GenZ members said they are also prepping for sales!

As millennials and members of Gen Z move into new phases of their lives, many are preparing to sell their homes. It is a significant increase from last year when only 35% of those likely to move were first-time sellers.

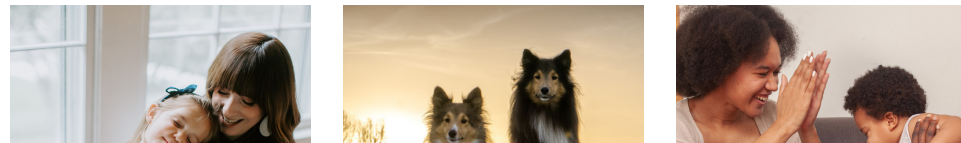


This trend is driven by several factors, including the desire for more space, a need for more amenities, and a desire to live in a different location. The biggest reasons cited for wanting to move are a desire for a larger or nicer home or to be closer to family or friends.

Pets: Why a furry friend may be just the thing to help your home sell

Pets are common in many American households and may actually appeal to some home shoppers. Pets in a home don't scare off potential buyers and may be appealing to some home shoppers, according to a recent study from Quicken Loans. Having pets in the house doesn't have to be a turnoff to potential buyers. In fact, some home shoppers may be more interested in a pet-friendly property.

Some home shoppers are looking for family-friendly neighborhoods and may be more likely to consider homes with pets.



The Top 6 Mistakes Novice Sellers Make and How to Avoid Them

The housing market is booming, and homes are selling like hotcakes, but some sellers may be in too deep. As prices continue to rise, it can be easy for homeowners' expectations about the sale price of their house or condo to elevate way past what they get when putting it on the market.



The housing market is challenging, but it doesn't have to be impossible. With a bit of preparation and knowledge of what's

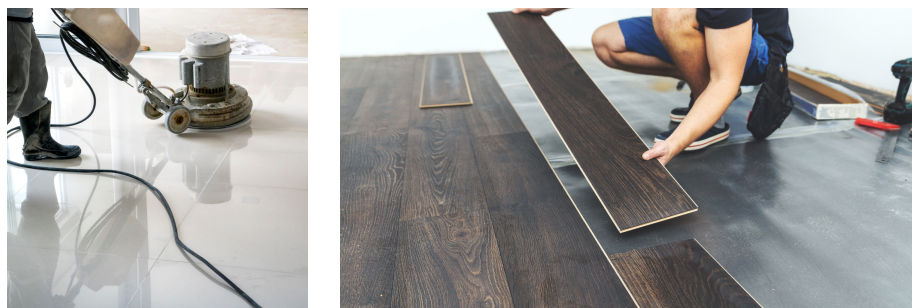
FOR BUYERS

Blog Post



How to Pick the Perfect Flooring for Your Home

When you have many high-traffic areas in your home, you need flooring that can withstand a lot of wear and tear. You don't want to replace your floors every few years because they're not holding up well. So, what is the most durable flooring?



Hardwood floors are still the most popular type of flooring for homes. But it's important to consider how often you'll be walking



Top Reasons First-Time Buyers Are Stressed

Home buyers are constantly faced with a highly competitive market and this time around is no exception. The first-time home buyer will feel the pressure even before they start looking for houses!

In this article, we will explore the top reasons why first-time buyers are stressed. We hope that by reading about these issues and knowing what you can do to resolve them before your next purchase (or even while planning for it!), there is less stress in store.



Choosing the Right Neighborhood

Need help finding the right neighborhood for your home search? Here are five factors that should figure prominently in your thinking.

Even if you don't have kids, the quality of the schools in a given neighborhood should be high on your priority list. That's because property values are higher in communities with strong school districts, meaning that your home will appreciate more. That said, you may have to settle for less house due to higher prices.



Remember: if you're buying a home, chances are you plan on living there for a long time. Heavy traffic may not seem like a big deal now, but in five years you (and your wallet) may feel differently. Congestion can also have health and safety implications with respect to air pollution and car accidents.

CONTENT PRO

Bio & About Page

Bio & about sections not only tell your visitors about your expertise and successes but also let them know you on a more personal level. Having a compelling description of the way you work with your clients is crucial for getting site visitors to contact you and we know all the tricks to making your skills and personality truly shine in your bio.



Meet Kendall Di Tolla

The ability to adapt to the needs of clients and the innate talent to understand their needs made Kendall DiTolla quickly become a leader in the brokerage real estate market. She will be your guide and expert in searching for your dream home.

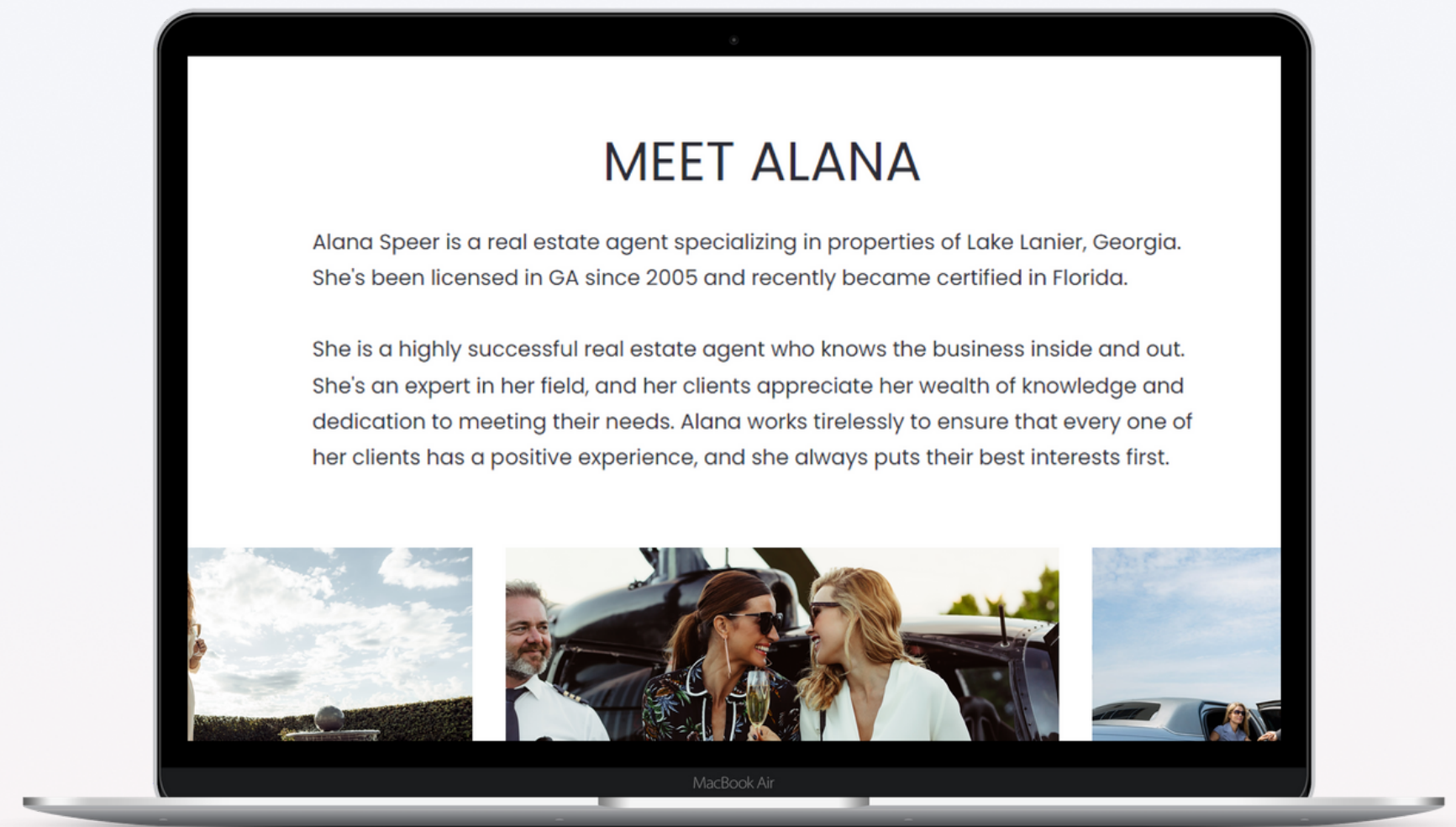
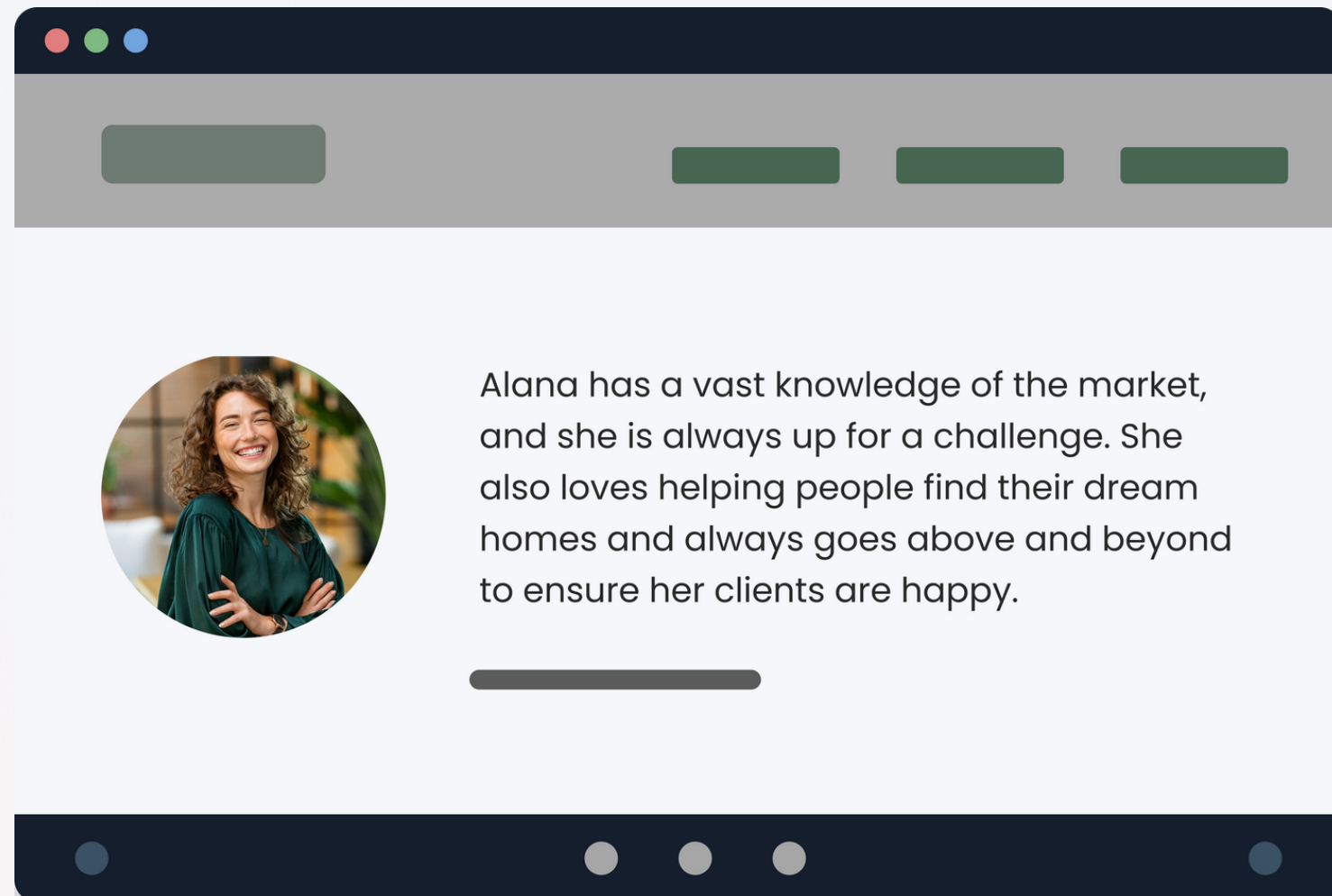


Kendall also has a clear purpose that she has set herself for over many years working with clients. Her goal is to help achieve financial freedom through real estate investment and make buying or selling a home as easy as it can be. She operates according to this idea and believes that it is possible to make both parties of the deal satisfied.

At every step, you can feel that an aura of perfectionism and attention to detail surrounds her.

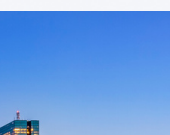
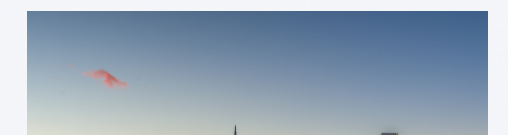
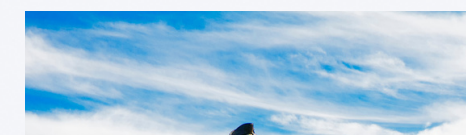
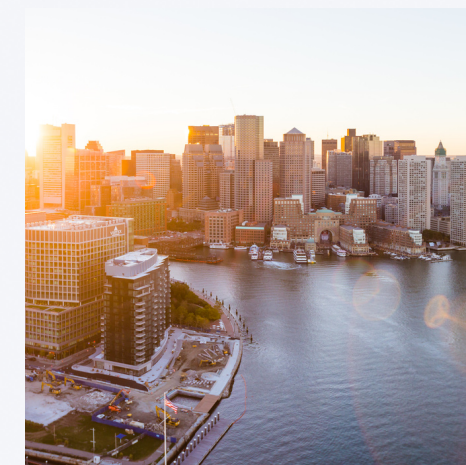
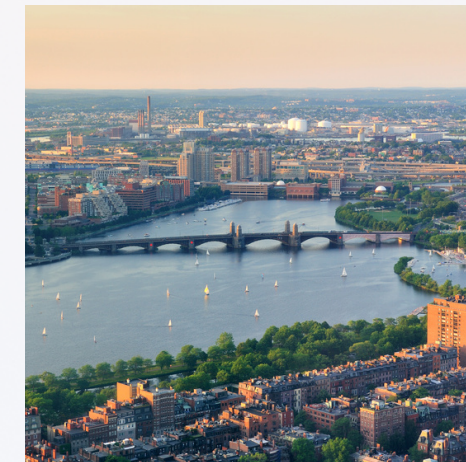
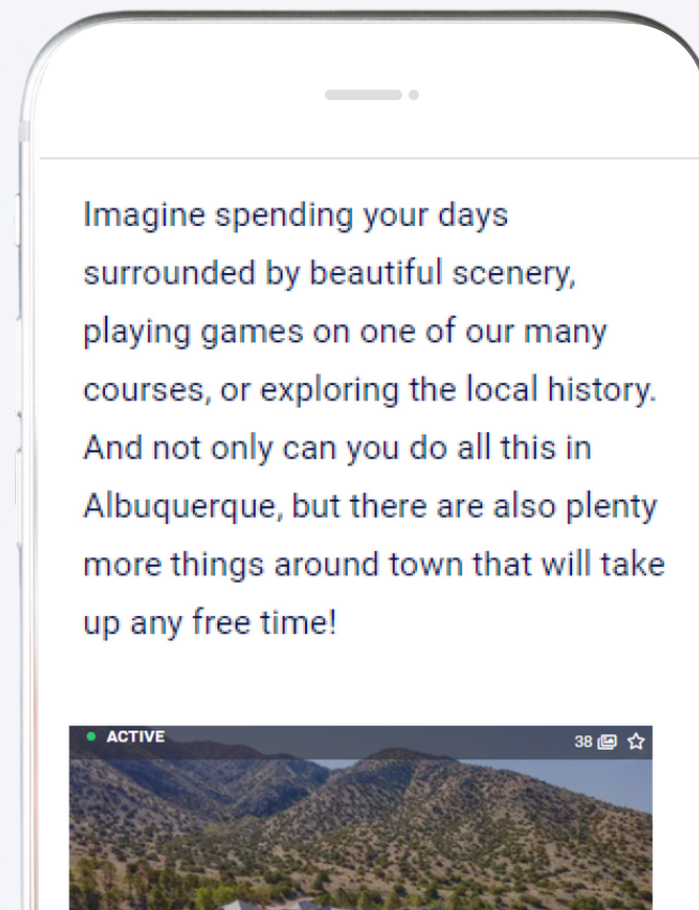
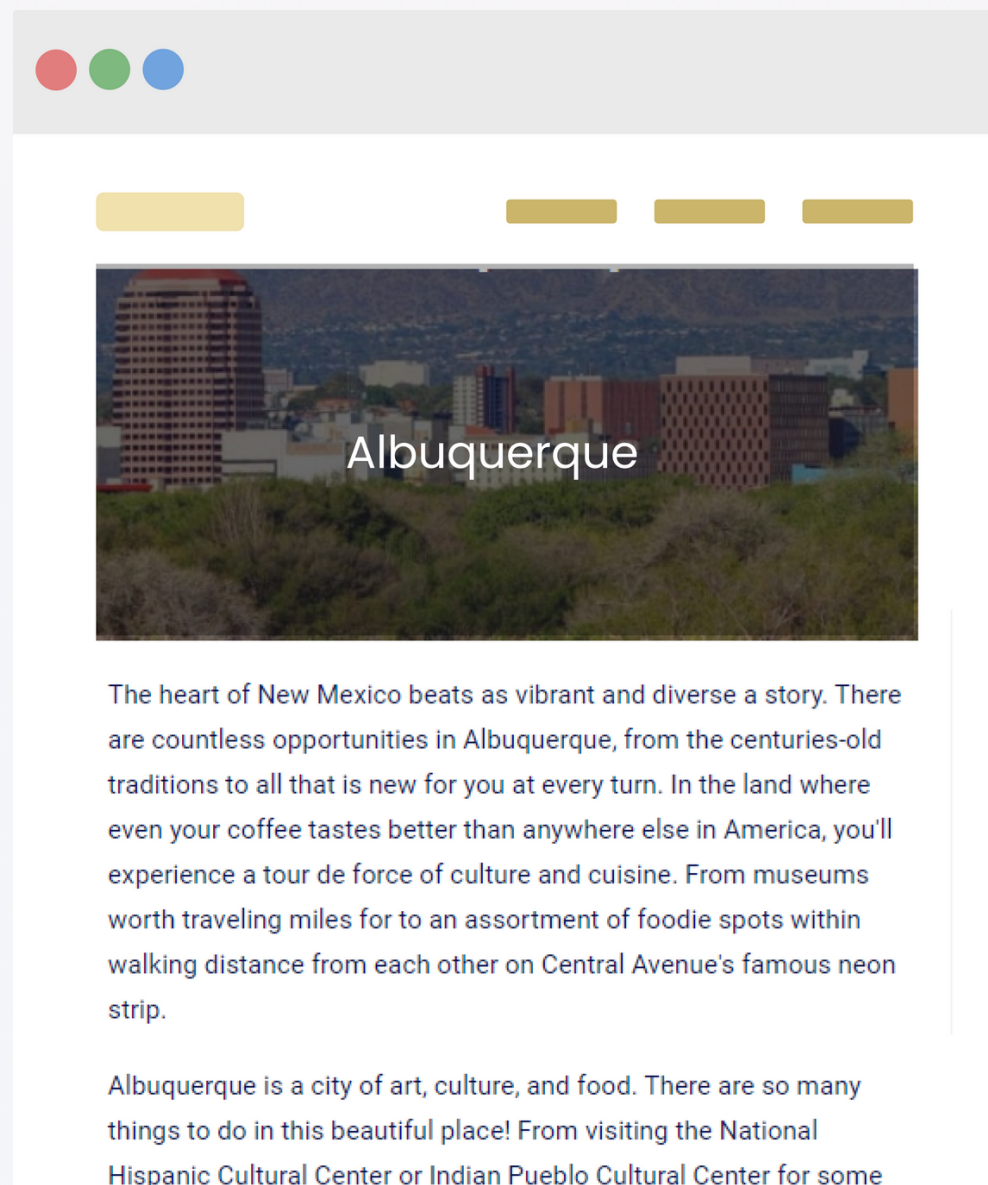


Bio & About Page



Individual sub-pages

A great property deserves a great landing page. Placester's web designers will create a stunning and informative landing page for your listing that will make it easy for visitors to reach out directly to you.



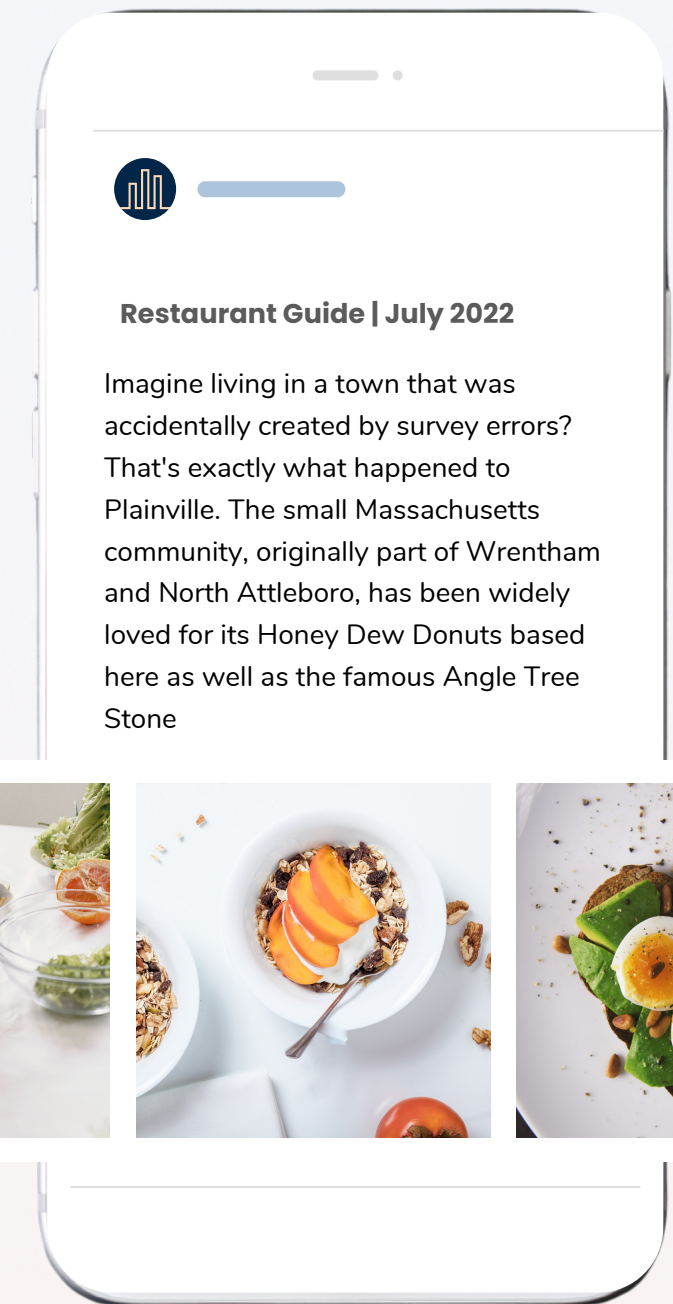
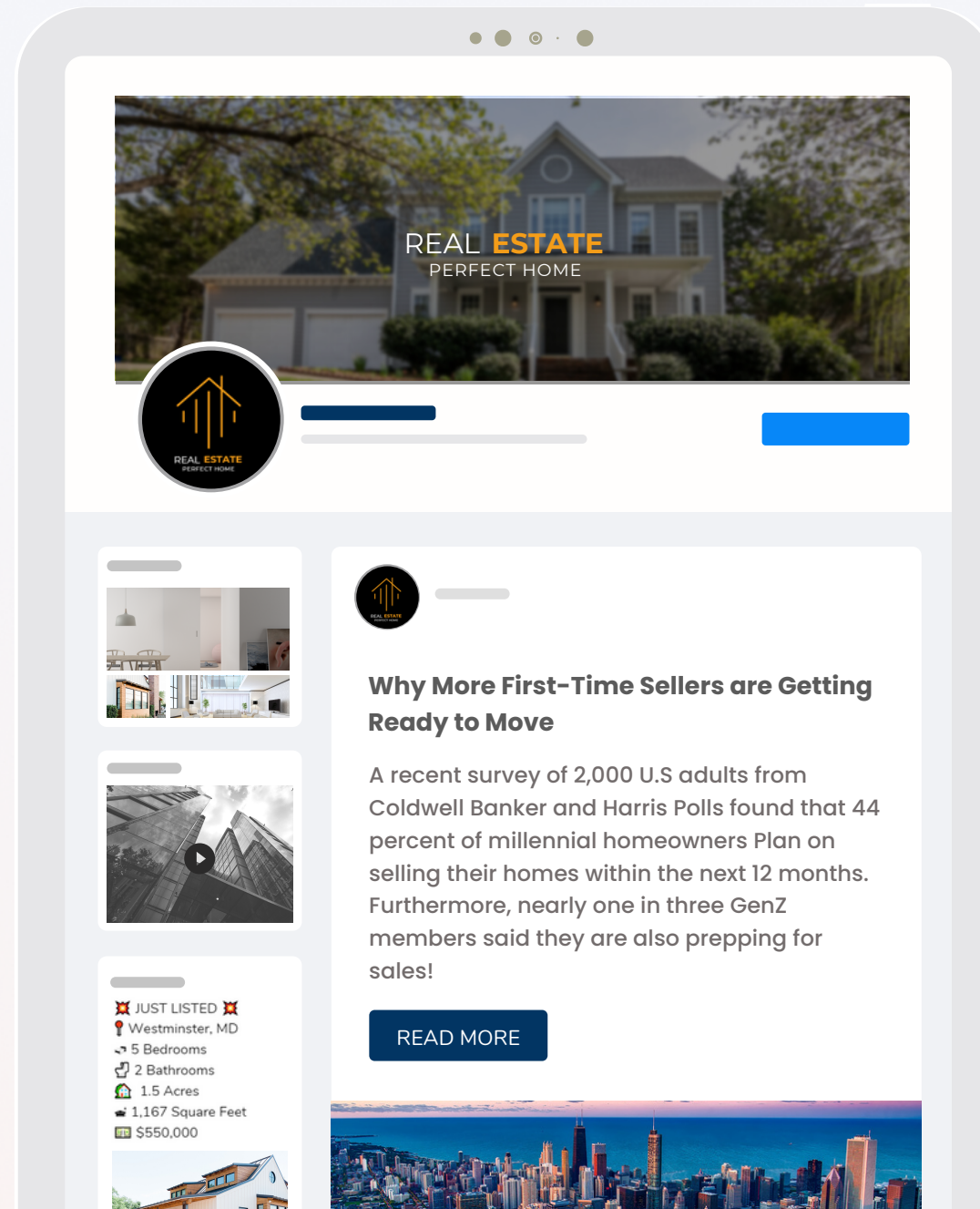
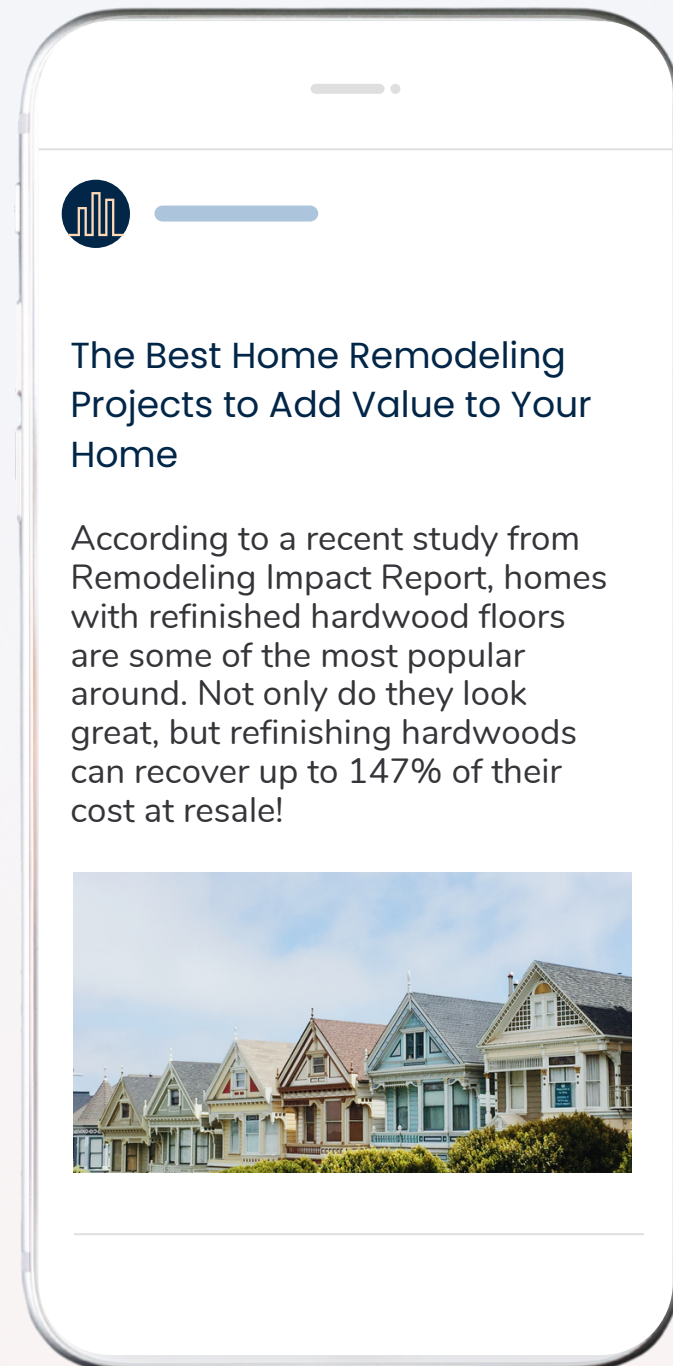
CONTENT PRO

Social Media Posts

We know how to use social media to your advantage and create high-quality posts that will interest your target audience, keep you connected with your prospect clients and maintain your social media presence, driving traffic straight to your website.

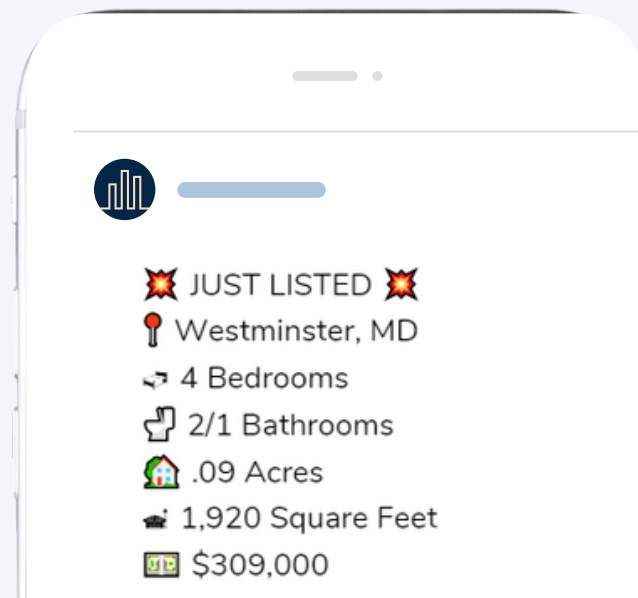


Social Media Posts

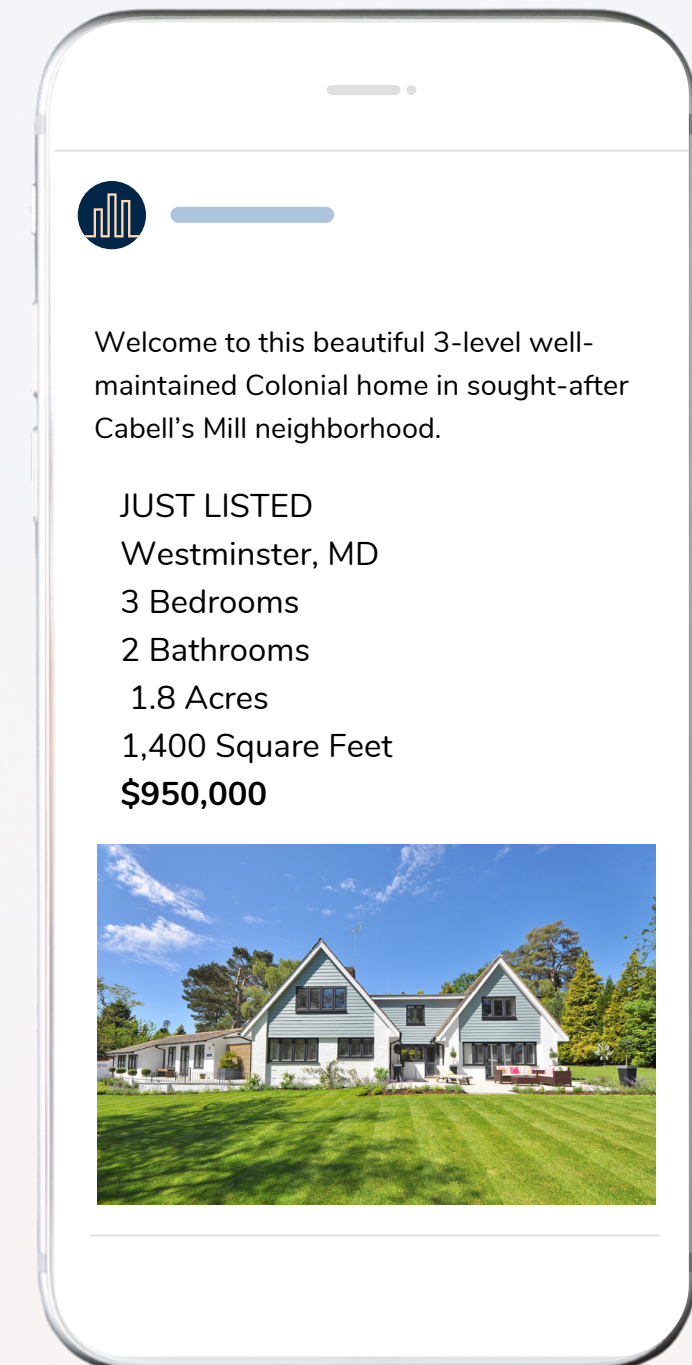
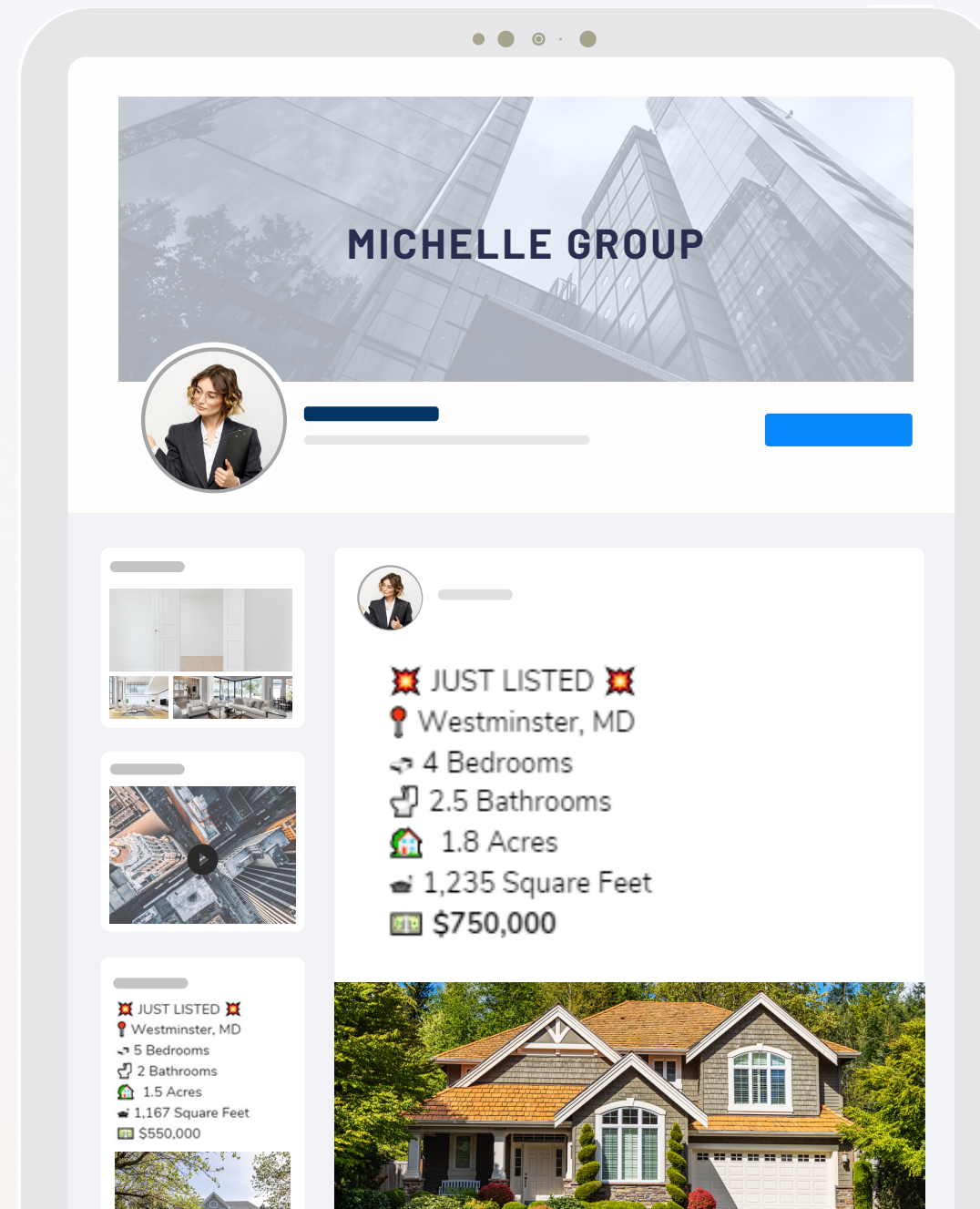


LISTINGS

Social Media Posts



Welcome to this beautiful 3-level well-maintained Colonial home in sought-after Cabell's Mill neighborhood.



CONTENT PRO

Lead gen resources

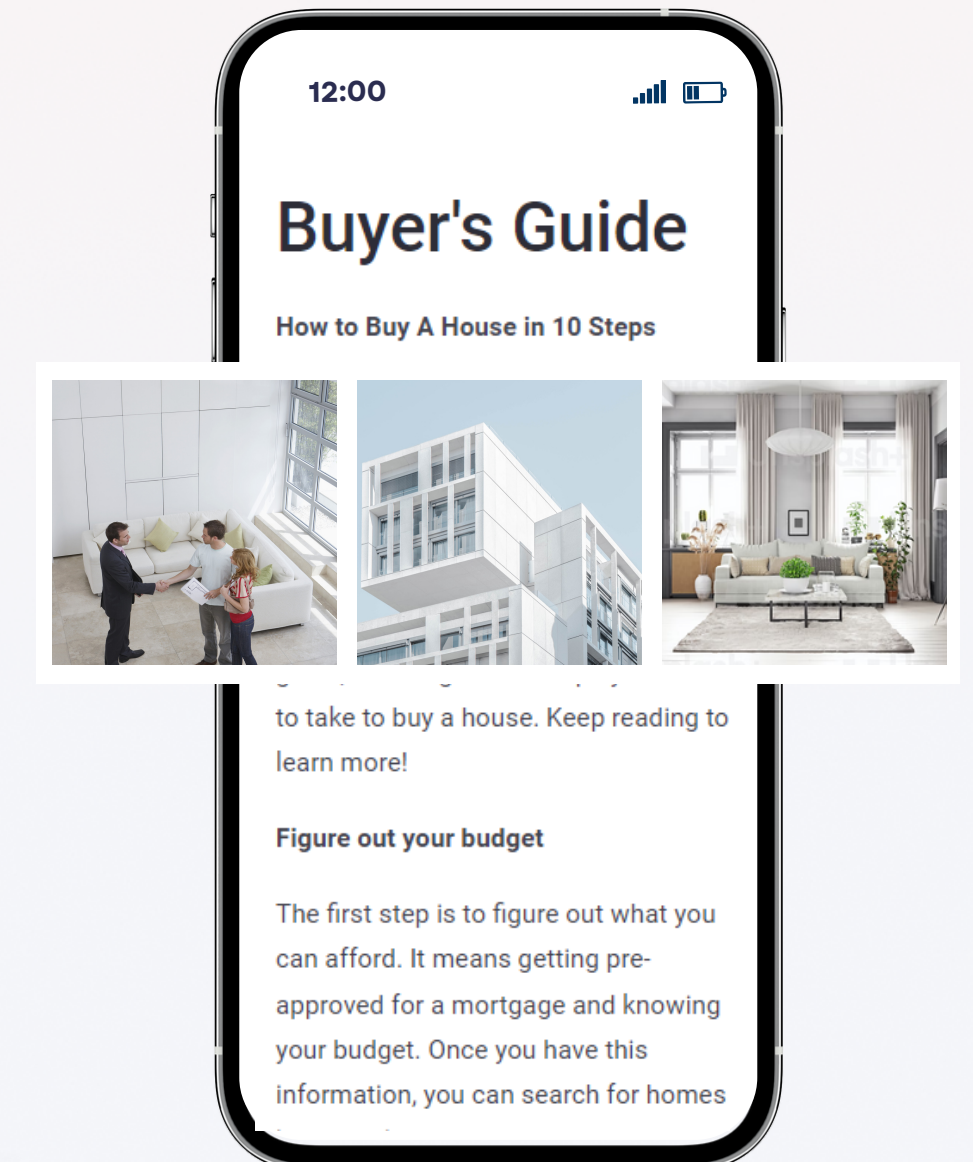
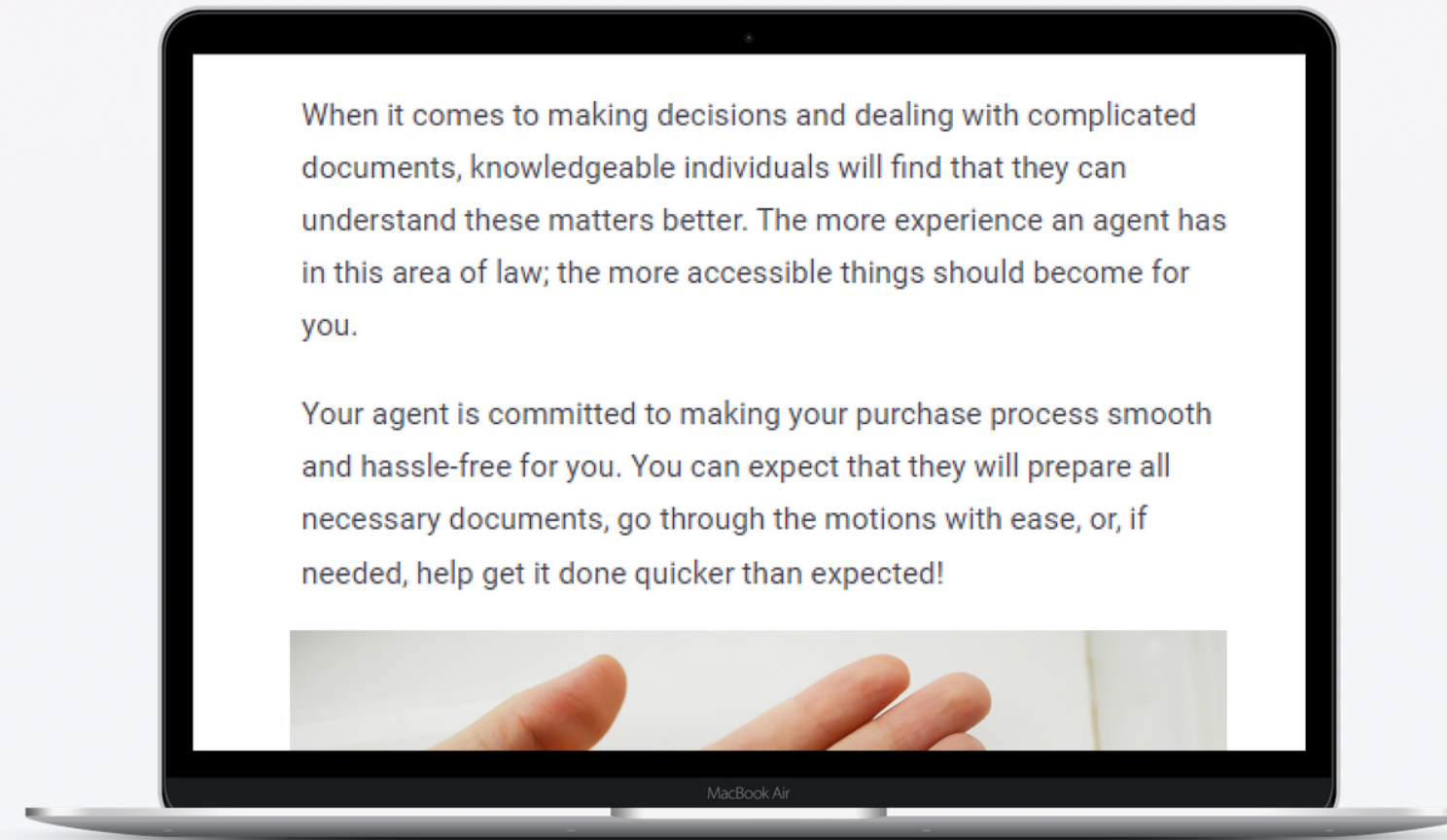
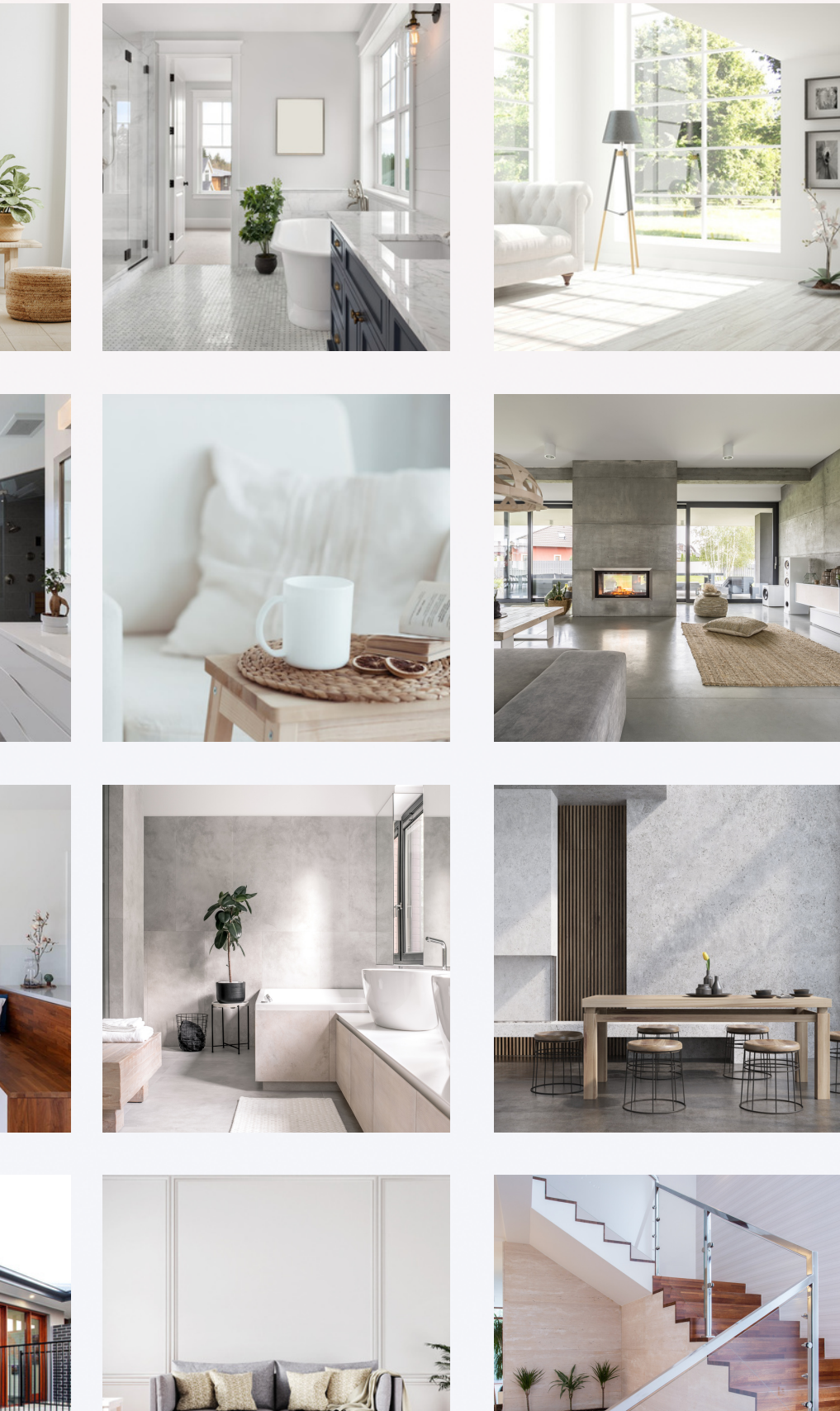
It's not easy to get people to leave their contact information for marketing purposes, so it's best to offer them something useful and interesting. Gated content such as buyers and sellers guides are a win-win solution: your visitors get a beautiful brochure with relevant information they need and you get a new lead.

- Buyers Guide
- Sellers Guide

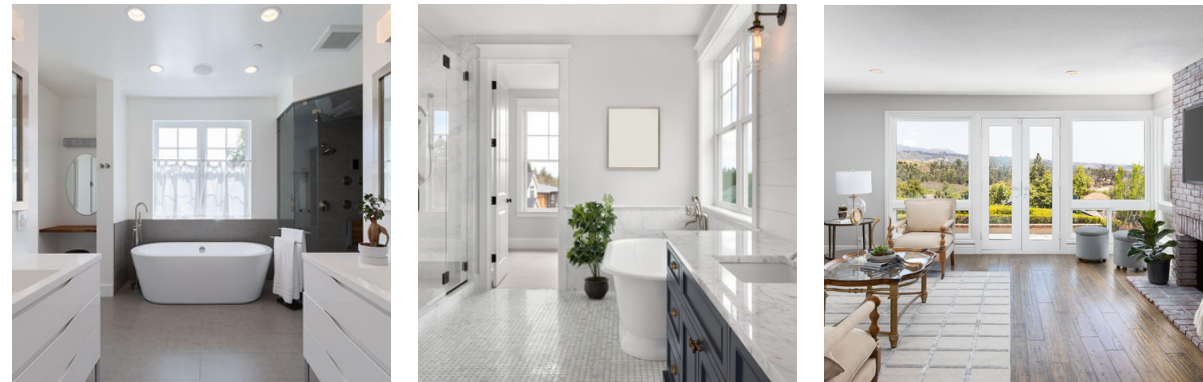


CONTENT PRO

Buyer Guide



Seller Guide



Your first consideration will be to attempt selling on your own or hire an agent. It can be very tempting to try doing things yourself in heavily-populated markets where homes sell quickly and for top dollar. However, most listings end up selling below their list price despite being marketed well because buyers feel more confident when they work with a seasoned professional who knows the

the best agent for me? How can I ensure I get the best price possible?

Yes, selling your house is a big decision. And several key steps need to be taken to give yourself the best opportunity at success when it comes time to put your home on the market.

When you work with the Lewith & Freeman Real Estate team, we tailor a plan to suit your specific needs and preferences. Our experienced agents can help ensure that there's nothing left but happy customers when buyers come knocking on doors!

