Eric Andersen Homes

Eric Andersen, B.A., M.Div., PSA, CSC

Marketing Plan







A Smarter Approach to Real Estate

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Eric Andersen, B.A., M.Div., PSA, CSC
REALTOR®

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INTRODUCTION



In this portfolio, I will show you how I provide my clients with a smarter approach to real estate. You will learn more about my background, education, and credentials, as well as the strategies I use to market my listings and priority I place on communication with my clients. I will thoroughly prepare your home for market and leverage the best technology available to get your home maximum exposure so that you sell quickly and for the best possible price.

It is an incredible privilege to represent my clients in the sale of their home, and it is a responsibility I take very seriously. I am passionate about what I do and want you to consider me your go-to Real Estate Professional for life.



As other agents grow frustrated with the fast pace of technology and changes to the way real estate is bought and sold, I embrace it, educate myself regularly, and implement what I learn. I dedicate considerable time and energy to ensuring that I am thoroughly knowledgeable not only in real estate and the current market, but also staying up-to-date with the latest technology and digital marketing trends.

I have worked with hundreds of clients in the Chicagoland area and am consistently a top-producing agent. If you are looking for a real estate professional you can trust to act on your behalf, give you unparalleled service, and provide you with the most advanced digital marketing technology available, then look no further! I am committed to helping you realize your personal and financial objectives, and I will do everything I can to make the sale of your home as seamless as possible.



I look forward to working with you!

- Eric Andersen

MEET ERIC

I am here to provide you with a smarter approach to real estate. I leverage technology to put my clients in the best position possible while providing honest, timely, and reliable service. My sellers receive exposure for their homes above and beyond the MLS, including 3D tours, feature video, high-definition photography, and massive social media presence.

My buyers receive expert guidance through the entire process, including coming soon and off-market listings, flexible/convenient showing times, and access to my network of attorneys, inspectors, lenders, and other outstanding service providers.

I have consistently ranked in the top 10% of agents in the entire Chicagoland area. I stay current with the latest technology and real estate trends and hold the Pricing Strategy Advisor (PSA) and Certified Staging Consultant (CSC) designations. It is my goal to demonstrate excellence to every client with whom I work.

I am married, have 6 children, am an ordained pastor, and have performed in several classical guitar masterclasses, including for virtuoso guitarist Manuel Barreuco (Peabody Institute, Johns Hopkins University). I take health and fitness seriously (I want to stay at the top of my game so I can provide the best service to my clients!) and have run 6 marathons.

I hold a Bachelor of Arts (B.A.) in music theory/ composition (summa cum laude) and a Master of Divinity (M.Div.) from Concordia Seminary, St. Louis.





I go the extra mile to get you the best price for your home! My services set me apart from other realty companies.

ERIC ANDERSEN HOMES' COMPREHENSIVE MARKETING PLAN...



GETTING YOUR HOME PREPPED AND READY TO HIT THE MARKET

Creating the marketing hype for your home –

Thoroughly preparing your home for market is essential to selling in a timely manner and for top dollar. A recent study revealed that staged homes sell 87% faster and for 17% more than their unstaged counterparts.

As a Certified Staging Consultant (CSC), I will help you prepare your home so that it shows in the best possible light, helping you to get more offers, better terms, and a higher price for your home. When the home is vacant, I provide my clients with virtual staging services.

In many cases, it may make sense to take advantage of the Private Listing Network (PLN), which allows me to market your property for sale and generate interest (and possibly even receive offers) without running up market time. Time on the PLN will vary by circumstance. If you have an estate that you need to clean out before listing, you may need several weeks. Or, if you're ready to go, we can put your home on the PLN for just a few days to build anticipation and do some pre-marketing while the property video, 3D tour, photos, and other marketing materials are prepared.

Finally, if your home has any projects or issues that need attention but you don't know where to begin, I maintain a list of handymen, specialists, tradesmen, inspectors, appraisers, mold and radon experts, and subcontractors that can do anything and everything you need. I'm here to help make this process as seamless as possible for you!



CLIENT CARE & COMMUNICATION

I will be your partner as we work together to get you the best price in a timely manner. I'm confident I can earn your trust and you can cancel at any time if you aren't **100% satisfied** with my work!

While I market your home, I know you want to be informed and involved. To keep the lines of communication open, I will:

- Provide a weekly report on my marketing efforts and results.

- Inform you of any market changes, mortgage rate fluctuations, sales trends, absorption rate, how we're doing relative to the competition, along with any other factors that may affect the value of your home

- Give you high-quality print and digital marketing materials to share with your neighbors, connections, and on your personal Facebook page and other social media outlets (Instagram, Twitter, LinkedIn, YouTube, email, etc.)

- Maintain positive relationships with all real estate companies and agents in the greater Chicagoland area and promote your listing to them



MILLION DOLLAR MARKETING

I believe every home deserves million dollar marketing, whether you're selling an $80k condo or a $2.5 million home. To this end, I provide my clients with:

• Interactive, 3D tour with floor plans and room measurements

• Feature property video

• High definition photography

• Virtual staging (where applicable)

• Reverse prospecting searches to identify potential buyers in the MLS

• Reports for out-of-town buyers showing nearby amenities, school scores, community information, & city demographics

• Marketing to my database of clients (send 3D tour, flyers, property video, social media posts, etc.), and I will also contact online leads and other agents for potential buyers

Have you ever noticed how after you search for something online, you start seeing ads for it all over the place? I will use that same technology to get your home in front of the most engaged buyers. My advanced digital marketing platform includes:

• Pre-marketing campaign to potential buyers

• Paid advertisement on social media to target and retarget potential buyers on Facebook, Instagram, and paid placements during internet browsing (typical reach: 20,000+ engaged homebuyers)

• 3D tour, property video, HD photos, and other marketing materials on www.ericandersenhomes.com with enhanced Search Engine Optimization (SEO)

• Online syndication that includes Zillow, Realtor.com, Redfin, Homes.com, Trulia, Facebook, Instagram, Twitter, LinkedIn, and email marketing to 100,000+ prospective buyers and agents

• Constant analysis of online traffic data to optimize your campaign, increasing traffic and conversion rates

• Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email


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BEHIND THE SCENES

While all this activity is happening, I'm hard at work behind the scenes to make sure your sale goes as smoothly as possible. Here's a look at what I'm doing behind the curtain:

- Immediately send video texts & emails to buyer inquiries
- Improve the marketing of any under-performing marketing campaigns by analyzing & viewing results of campaigns
- Price the property correctly the first time to maximize exposure, showings, and offers
- Reassess pricing if online traffic is not converting into in-person tours
- Answer any questions that arise throughout the transaction
- Use Sentrilock technology to monitor agent showings and get feedback
- Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agent on MLS
- Cooperate with the attorney in researching ownership and deed type from the title company; verify property's land use, zoning, deed restrictions, easements, and that the property is free of all liens

Once an interested buyer comes along, I stay proactive to make sure the process goes smoothly and efficiently by:

- Verifying the buyer's qualification with the agent and lender; check with the lender to make sure they have done due diligence (verified employment, reviewed taxes, bank statements, credit report, etc.) before accepting the offer
- Regular communication about the status and progress of your sale
- Text and email reminders to you about appointments and deadlines, buyer inspections, appraisal updates, buyer final walkthrough, and closing
- Constant communication with the cooperating buyer agent and lender to give you accurate and current updates about how the loan and sale are progressing



CLIENT TESTIMONIALS

Eric is a conscientious and diligent agent. He worked hard to gain our business, and once he did, was there every step of the way. We accepted an above-asking offer the day we listed, and Eric was fully present through all negotiations up to closing. –Rose & Frank Brannon

Eric was great. This was the second house he sold for us after my mother's death. He is on top of everything from beginning to end. He keeps you informed of everything that goes on. Both houses sold in the first week. I would definitely recommend him to anyone selling a house. –Debbie Hall

Working with Eric was nothing short of amazing! We had already moved out of state, and he went above and beyond to help us sell not just one, but two properties right before the holidays. Both transactions were as smooth as they could be, and we were able to enjoy the holidays stress free! -Ariel Steffens

Eric is wonderful! I had a stressful time after losing my mom selling her house. Eric made the whole process so easy. He is very knowledgeable, pleasant, and always available to answer questions and offer assistance. I highly recommend Eric! -Lisa Longo

We worked with Eric over a period of 5 months, and throughout the entire time he maintained the highest degree of professionalism--never late, never missed a detail, anticipated our needs, and always took action immediately after my requests--all the things you need when someone is working on your behalf in a major financial transaction. Moving is an emotional process, and his calm perspective was invaluable. –Fran & Steven Dvorak

I would recommend Eric for anyone selling their home. He has a lot of experience & connections, which was a big help, particularly in my case because I was no longer in the local area. –Jeff Marcum

I would highly recommend Eric. Very responsive and knowledgeable. He got my condo sold in two days!!! Eric kept me updated every step of the way. I could not have done it without him. Will definitely use again!!! –Keyanta Dixon

We couldn't have asked for better person to have worked with! From the initial offer to the closing date, Eric was professional, polite, proactive, & consistently communicated so that nothing was left to chance. We would recommend Eric in a heartbeat! –Adrian Segura

We could not be more happy with our experience with Eric. I will definitely be using Eric again in the future and will be recommending him to all of our family and friends. –Karen Escobar





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Homes

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EQUAL HOUSING OPPORTUNITY