

# ONLINE PRESENCE MATTERS MORE THAN EVER...

When you partner with Kelley & Katzer, you're getting more than just an experienced and reliable Realtor® - you're getting the benefit of our extensive online network. We market our homes on a variety of platforms and use several different techniques to ensure that our listings reach the largest audience possible and stand out among the rest.

## FACEBOOK

With a robust offering of features, great mobile interface, and the ability to comment, like and share, Facebook is an invaluable marketing tool.

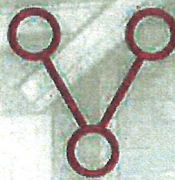
### METRICS



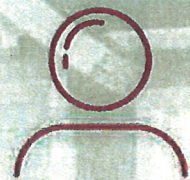
**10K +  
ORGANIC LIKES**



**106  
DAILY ENGAGEMENTS  
ON AVERAGE**



**5615  
DAILY IMPRESSIONS  
ON AVERAGE**



**2736  
PEOPLE REACHED DAILY  
ON AVERAGE**

### VARIETY OF POSTS

Each home is unique, so we believe that each post should be as well. All of our Realtors® have been given tools and tips on how to create rich and engaging social media content to promote their listings. Whether we're building excitement for a listing that's coming soon or providing a virtual walk through before an open house, we give each listing the attention and spotlight needed to help it stand out.



**BROAD REACH | DAILY ENGAGEMENTS | UNIQUE POSITIONING OF EACH PROPERTY**



**KELLEY & KATZER  
REAL ESTATE, LLC**

**KELLEY & KATZER REAL ESTATE**

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*\*Info provided by MLS Property Inc. 1/1/12-12/31/18; Not intended to solicit already listed properties.*

# THIRD-PARTY PLATFORMS

We know that today's home buyer does a lot of their initial browsing online, so we've spent time cultivating our reach on the most popular third-party platforms to ensure that our listings are always front and center.

## ZILLOW

Zillow is the leading real estate and rental marketplace site dedicated to empowering consumers with data and knowledge and connecting them with the best local professionals who can help.

## TRULIA

Trulia is a mobile and online real estate resource that provides buyers, renters, and sellers the needed insights to make informed decisions about where to live. Trulia offers updates on new homes and rentals, data on affordability and home price history, and more.

## REALTOR®

Realtor.com®, is the trusted resource for home buyers, sellers and dreamers, offering the most comprehensive database of for-sale properties, among competing national sites, and the information, tools and professional expertise to help people move confidently through every step of their home journey.

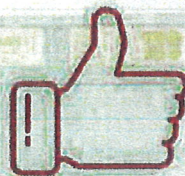
## METRICS



5  
STARS



200+  
STELLAR REVIEWS



100%  
POSITIVE REVIEWS

FEATURED PROPERTIES | PROPERTY SEARCH | WEEKLY UPDATES | MLS INTEGRATION



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# THE PROPER WAY TO LIST YOUR HOME

Did you know that including 25 or more pictures with your listing will result in more clicks per page? When evaluating other listings, we've seen that most of our competitors feature listings that are only partially filled out. Our agents know the tips and tools to make your listing shine.

## IMAGERY IS KEY

Your listing needs captivating, high quality photography to draw potential buyers in. You and your agent know your home has charm, but simply saying that is not enough. Our agents will showcase all the special parts of your home online and in-person.



**“OUTSTANDING TOWNHOUSE SET  
ON THE 16TH GREEN OF SPRINGFIELD  
COUNTRY CLUB W/SPECTACULAR  
VIEWS OF THE LUSH GOLF COURSE  
CAN BE YOURS!”**

## PAINT A PICTURE WITH THE DESCRIPTION

Our listing descriptions are always well-thought out, exciting, and as creative and unique as the homes we're selling. We'll highlight the best features of your home in a way that will be intriguing to potential buyers.

**OUR KNOWLEDGABLE AGENTS WILL HELP GUIDE YOU EVERY STEP OF THE WAY**



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