



Real Estate Group

## SPOTLIGHT YOUR HOME: A PROVEN STRATEGY

EXPERT ADVICE // EXCEPTIONAL SERVICE // EXPECT MORE



## MARKETING PLAN



Berkshire Hathaway Fox & Roach  
Chris Black // Realtor DE - MD - PA  
C 302-304-2265 // O 30-999-9999  
chrisblackrealestate@gmail.com

SPOTLIGHT-REALESTATE.COM

# HIGH-LEVEL MARKETING STRATEGY

EXPECT MORE. EXPERT ADVICE. EXCEPTIONAL SERVICE.



We will create excitement around the re-listing property! Our focus is to market the house directly to potential buyers. Our secondary focus is to market the house to brokers and realtors that are most likely to have a buyer that is ready, willing, and able to buy.



We will create a pre-listing marketing campaign focused on all of the realtors that represented buyers or sellers purchasing in the community. We will also include all real estate agents that have sold homes in 19708 in the past 6 months. We will repeatedly advertise to these potential buyers and realtors.



# TARGET MARKETING STRATEGY

EXPECT MORE. EXPERT ADVICE. EXCEPTIONAL SERVICE.



We will help you identify who is your likely buyer - and target them directly.  
There are 3 potential target buyer groups for most homes:



## FIRST TIME HOME BUYER

(25-40 Years Old)



## MOVE UP BUYER

(35-45)



## RELOCATION BUYER

(30-50 Years Old)

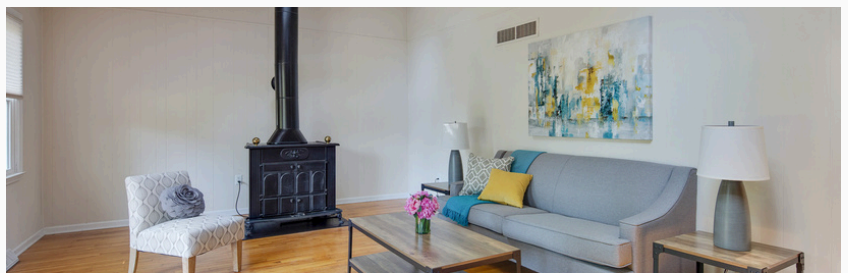
# PROFESSIONAL PHOTOGRAPHS

EXPECT MORE. EXPERT ADVICE. EXCEPTIONAL SERVICE.

We will help you prepare your home for photos and will provide you with a free home staging consultation to make sure your home shines.

85%

Of buyers see a house online first - photos help you make a good first impression



spotlight

Real Estate Group

SPOTLIGHT-REAL ESTATE.COM // 302-304-2265

# AGENT-TO-AGENT MARKETING

EXPECT MORE. EXPERT ADVICE. EXCEPTIONAL SERVICE.

POWER AGENTS: We target real estate agents that have sold in the community/ area and all Coldwell Banker Realtors.

## COMING SOON

**COMING SOON!**  
5 SYCAMORE LN BEAR, DE 19701



 BED: 3 | BATH: 2.5 | \$320,000  
UPDATED KITCHEN & FINISHED BASEMENT

## JUST LISTED

**JUST LISTED!**  
3 HULLIHEN DR, ELKTON, MD 21921



 BED: 4 | BATH: 2.5 | \$335,000  
1 ACRE | SCREENED PORCH | NEW SEPTIC  
[WWW.SPOTLIGHT-REAL ESTATE.COM/3-HULLIHEN-DR](http://WWW.SPOTLIGHT-REAL ESTATE.COM/3-HULLIHEN-DR)

## OPEN HOUSE

**OPEN HOUSE** | SUNDAY  
OCTOBER 20, 2-5



2221 NAAMANS RD  
WILMINGTON, DE

 **EXPECT MORE.**  
EXPERT ADVICE. EXCEPTIONAL SERVICE.

**OPEN HOUSE** | SUNDAY  
MAY 24, 1-3PM



207 E FLAGSTONE DR.  
NEWARK, DE 19702

 **EXPECT MORE.**  
EXPERT ADVICE. EXCEPTIONAL SERVICE.

# DIRECT MAIL ADVERTISING

EXPECT MORE. EXPERT ADVICE. EXCEPTIONAL SERVICE.



spotlight  
Real Estate Group

Get ready to be captivated by this property nestled on 8.89 acres of waterfront splendor. This gem offers a symphony of luxury and nature, boasting western-facing views that paint breathtaking sunsets over the tranquil Sassafas River. A sprawling 6,000-square-foot residence beckons, promising an open-concept living experience and vaulted ceilings that elevate the senses.

Step onto the wrap-around deck for a seamless blend of indoor-outdoor living, as you contemplate the sheer beauty of the surroundings. Inside, a home of comfort awaits, including a main-floor primary suite with its private screened-in porch, two full bathrooms, and an elegant dressing room. An office space with panoramic views and a striking 18-foot ceiling adds to the allure. The inviting living area features a central living area, a second full kitchen, and sliding doors leading to the pool patio. With additional ensuite bedrooms, a potential au pair room, and a host of lavish amenities including a pool, in-ground spa, and a wood-burning fireplace, this property embodies the epitome of refined waterfront living.



**Chris Black**  
Realtor: MD · DE · PA  
BHHHS Fox & Roach Spotlight Group  
C: 302.304.2265  
O: 302.999.9999  
chrisblackrealestate@gmail.com  
www.spotlight-realestate.com

Considering moving? I can help. Call for a free consultation.

BHHHS Affiliates, LLC an independently operated subsidiary of HomeServices of America, Inc. a Berkshire Hathaway affiliate, and a franchise of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of HomeServices of America, Inc. Equal Housing Opportunity. Information is not verified or guaranteed. If your home is currently listed with a broker, this is not intended as a solicitation.

  
Fox & Roach, REALTORS®

spotlight

**Waterfront  
\$2,500,000**

1370 Knight Island Rd  
Earleville, MD 21919

[www.spotlight-realestate.com/  
1370-knight-island-rd](http://www.spotlight-realestate.com/1370-knight-island-rd)



spotlight

4 Bedrooms  
2.5 Bathrooms  
2,400 Sqft  
.26 Acres

This home, nestled in the sought-after Stenning Woods neighborhood, has been meticulously maintained with fresh paint, two renovated bathrooms, and the convenience of a first floor primary bedroom.

Do you know someone who would love to take this home and explore its potential?



**Chris Black**  
Realtor: DE · MD · PA  
BHHHS Fox & Roach Spotlight Group  
C: 302.304.2265  
O: 302.999.9999  
chrisblackrealestate@gmail.com  
www.spotlight-realestate.com

Considering moving? I can help. Call for a free consultation.

BHHHS Affiliates, LLC an independently operated subsidiary of HomeServices of America, Inc. a Berkshire Hathaway affiliate, and a franchise of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of HomeServices of America, Inc. Equal Housing Opportunity. Information is not verified or guaranteed. If your home is currently listed with a broker, this is not intended as a solicitation.

  
Fox & Roach, REALTORS®

spotlight

**Offer at  
\$515,000**

614 Giffin Ct  
Hockessin, DE 19707

[www.spotlight-realestate.com/  
614-giffin-ct](http://www.spotlight-realestate.com/614-giffin-ct)



spotlight

Real Estate Group

SPOTLIGHT-REALSTATE.COM // 302-304-2265

# OPEN HOUSE

EXPECT MORE. EXPERT ADVICE. EXCEPTIONAL SERVICE.



## OPEN HOUSE

SUNDAY  
OCTOBER 20, 2-5

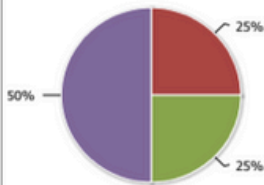


2221 NAAMANS RD  
WILMINGTON, DE

spotlight  
Real Estate Group

EXPECT MORE.  
EXPERT ADVICE. EXCEPTIONAL SERVICE.

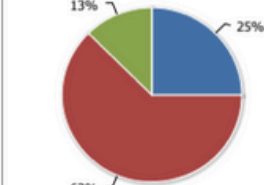
### What Best Describes Your Clients Buying Progress?



- Browsing (0)
- Pre-approved: Just Getting Started (2)
- Narrowing Search (Ready Within 1 Month) (2)
- Ready To Make A Decision (4)

\* 8 responses

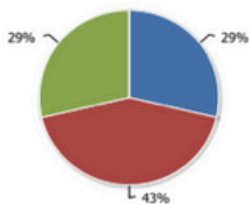
### What Did Your Clients Think of the CONDITION of the Property?



- Excellent - 100% Move In Ready (2)
- Good - Move In Ready but Would Update (5)
- Fair - Needs Work Before Moving In (1)
- Bad - Shows Signs of Major Renovation Required (0)

\* 8 responses

### What Did Your Clients Think of the PRICE of the Property?



- Excellent - At or Below Fair Market Value (2)
- Good - Within 3% of Fair Market Value (3)
- Fair - Within 10% of Fair Market Value (2)
- Bad - More Than 10% Over Fair Market Value (0)

### Why Didn't Your Clients Make an Offer?



- Price (0)
- Condition (0)
- Location / Neighborhood (5)
- Layout (1)
- Other (please describe in comments) (1)

\* 7 responses

## OPEN HOUSE

SUNDAY  
JUNE 28, 1-4PM



12 NATHALIE DR  
HOCKESSIN, DE 19707

spotlight  
Real Estate Group

EXPECT MORE.  
EXPERT ADVICE. EXCEPTIONAL SERVICE.

## OPEN HOUSE

SUNDAY  
MAY 24, 1-3PM



207 E FLAGSTONE DR.  
NEWARK, DE 19702

spotlight  
Real Estate Group

EXPECT MORE.  
EXPERT ADVICE. EXCEPTIONAL SERVICE.

spotlight

Real Estate Group

SPOTLIGHT-REAL ESTATE.COM // 302-304-2265

# MULTIPLE LISTING SERVICE & ONLINE CONSUMER WEBSITES

EXPECT MORE. EXPERT ADVICE. EXCEPTIONAL SERVICE.

Your home will be on the realtor's multiple listing service (MLS) with a reach from NJ to VA. Many buyers search Realtor.com, Zillow, Trulia, and Homes.com to find your home.



## SPOTLIGHT REAL ESTATE GROUP

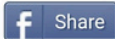
CONTACT SPOTLIGHT

spotlight



3/33

1325 Healy Ct.  
Bear, DE 19701



Contact Chris About This Property

PRICE

\$698,000

BEDROOMS

5

spotlight



3427 Old Capitol Trail  
Wilmington, DE 19808



PRICE

\$325,000

SQFT

1,225

BEDROOMS

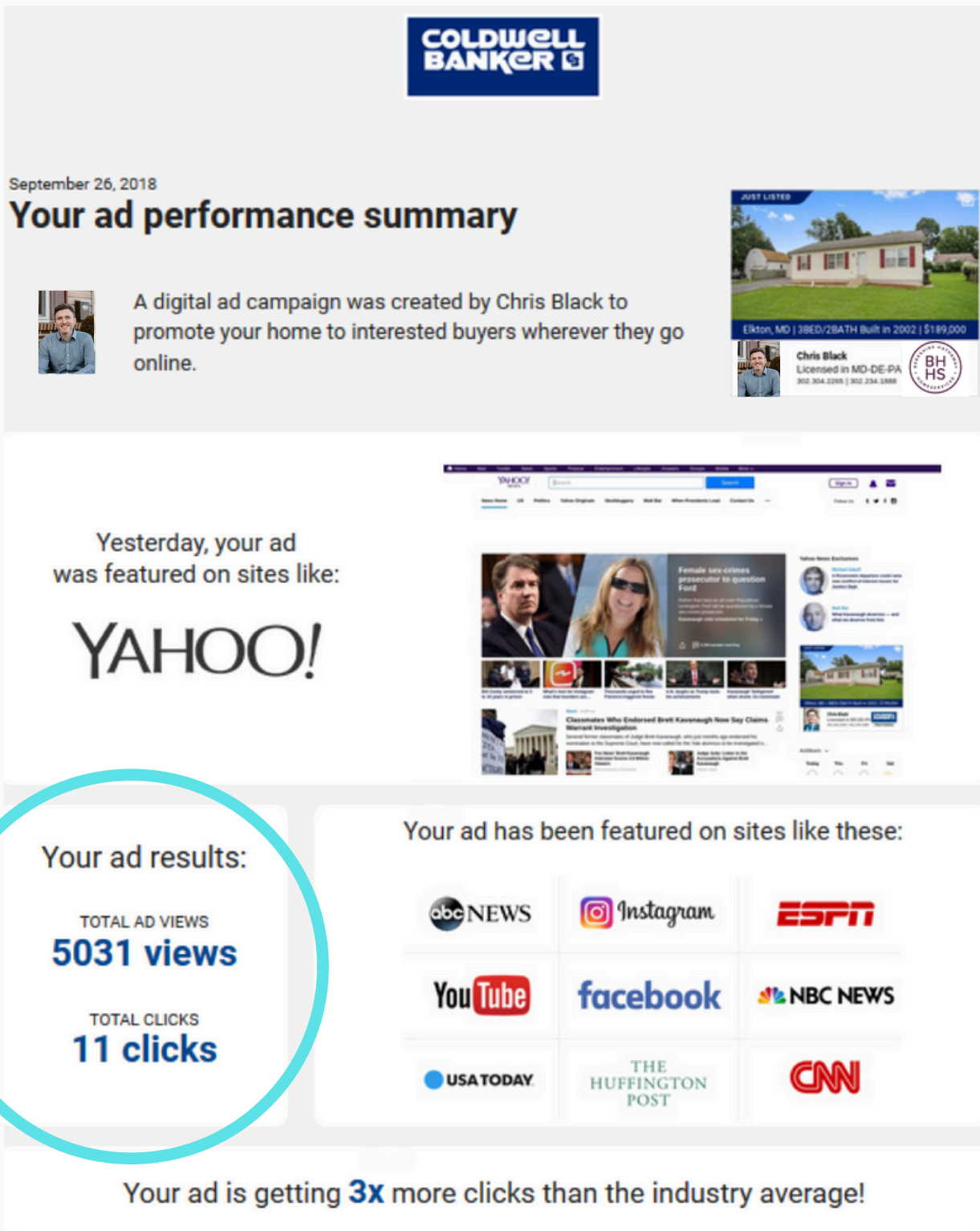
2

FULL  
BATH

2

# ONLINE ADVERTISING

EXPECT MORE. EXPERT ADVICE. EXCEPTIONAL SERVICE.



# FACEBOOK ADVERTISING

EXPECT MORE. EXPERT ADVICE. EXCEPTIONAL SERVICE.



Chris Black - Realtor

Published by Chris J. C. Black

September 19, 2023 · 🌐

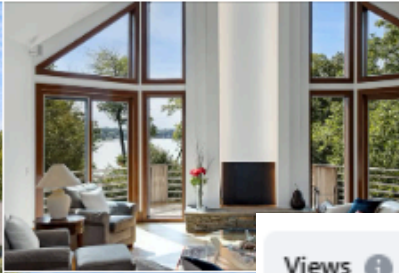
🌊 Waterfront Dream Home on 8+ Acres 🌊

More Photos & Info Below 📸📸📸

[www.spotlight-realestate.com/1370-knight-island-rd](http://www.spotlight-realestate.com/1370-knight-island-rd)

🏡 For Sale: 7 bed | 8.5 bath | 6,000sqft 🌳

Get r... See more



Chris Black - Realtor

Real Estate Agent

[See insights and ads](#)

👍❤️ 76

4 cor

Views ⓘ

--

Reach ⓘ

51,430

Interactions ⓘ

429

Link clicks ⓘ

2,985

Boosted on Apr 23, 2023

[See all](#)

Status: Completed-Boosted by: Chris J. C. Black

[View insights](#) [View ad details](#) [Report](#)

Paid reach 19,528

Post engagements 5,003

Interactions ⓘ

Reactions 159

Comments 184

Shares 77

Saves 9



499



197



4



13



0



0

spotlight

Real Estate Group

SPOTLIGHT-REALSTATE.COM // 302-304-2265

# FOLLOW UP WITH ALL LEADS

EXPECT MORE. EXPERT ADVICE. EXCEPTIONAL SERVICE.

