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Mario's

REAL ESTATE UPDATE



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#1 Agent in Monmouth
County 2011-2012

Over \$75 million & 85 homes sold/
marketed 2012

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THE RIGHT AGENT MAKES ALL THE DIFFERENCE

Buying or selling a home is an important and exciting moment in your life. It doesn't have to be stressful or complex. Now more than ever, selecting the right agent is crucial. Entrusting me to guide you through this process will give you confidence and security that one of your largest assets is being handled by a true professional. You deserve exceptional service, delivered with a high level of integrity.

The best predictor of the future is past performance. As Monmouth County's top producing real estate agent in 2012, I sold over \$75 million, and marketed/sold 75 homes last year (see back page of this newsletter). In addition, I am the #1 Agent in Fair Haven and Rumson, as well as being in the top 400 of Real Estate Agents Nationwide.

I would be happy to draw up a Comparative Market Analysis on your home and show you what you can get in today's market for your property. Experience matters...you owe it to yourself to give me a call. For an appointment, call me at 732-881-4306.

CAN SOCIAL MEDIA

HELP SELL YOUR
HOME FASTER?

PROS & CONS
OF POSTING ONLINE

HOW TO CREATE

BUZZ ONLINE

CAN SOCIAL MEDIA

Help Sell Your Home Faster?

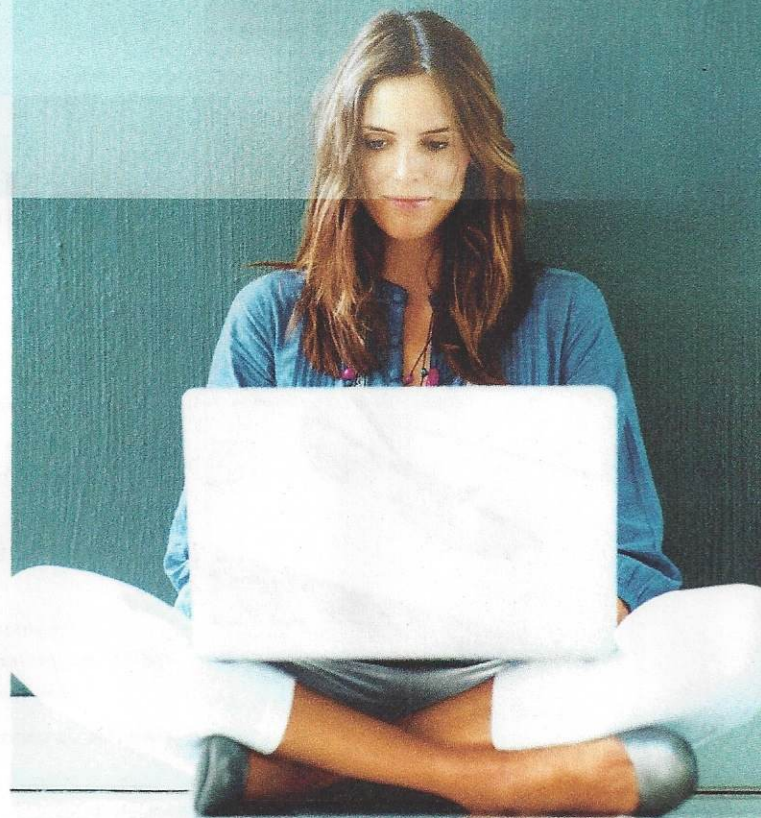
Over the past few years, social media has changed the way we communicate and interact with one another. Quite simply, it enables us to connect and share information quickly and efficiently. In real estate, social media exposes your listing to a wider audience of prospective buyers.

Tools such as Facebook, Twitter and LinkedIn help promote your property creatively and effectively. Before choosing what's right for you, sit down with your realtor to create a strategic plan that will help sell your home faster.

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CHOOSE THE RIGHT REALTOR FOR YOU

Choosing the right realtor to advertise and market your home is important. You want someone who is experienced, accessible and knowledgeable. It is also important to find a realtor who is confident with social media and knows how to market your home. Since most people start their search for a home online, ask a potential realtor what type of marketing techniques they would use to help sell your home. A professional who readily embraces technology and uses the latest online tools as a method of real estate marketing helps give your home the extra exposure that it needs. Choosing the right strategic plan for your property is essential and will help sell your home quickly and for the best price.



STEPS TO TAKE...

1. Understand your target market

- The first step of an effective strategic plan is to know who you are selling to.

2. Know your selling points

- It's important to create a list of well written selling points you think will attract buyers (e.g. near schools, shopping and public transportation).

3. Decide which social media sites would work best for you

- Websites such as Facebook, Twitter, YouTube and LinkedIn are worth considering.

SOCIAL MEDIA SITES

Facebook

- Create a Facebook ad for your home
- Create a Facebook fan page just for your house
- Advertise through your realtor's Facebook page

Twitter

- Choose keywords that suit your market
- Use Twitter to drive potential buyers to an interesting blog or website about your home
- Include an Open House date and time

YouTube

- Create your own YouTube channel
- Produce a professional looking home video tour
- Showcase your neighborhood's best features

LinkedIn

- Feed blogs and Twitter updates directly to LinkedIn profile
- Share videos and images

HOW TO CREATE buzz online

TO SELL EFFECTIVELY you must connect with your prospective buyers. Creating a personal connection helps gain their trust and convince them that your home is worth considering. Buyers want to envision themselves living in your home and enjoying the community. Social media provides the necessary tools to help create content that will resonate with potential buyers, creating a buzz online.

What you can do

Create a memorable website/blog with WordPress

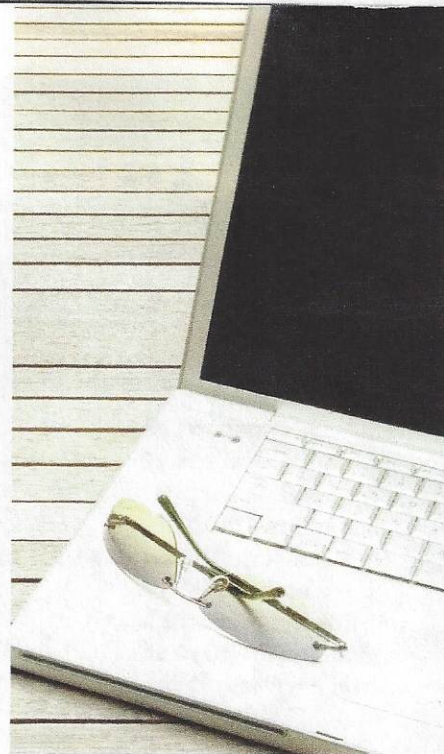
- Include photos of your home and neighborhood using Instagram (a photo-sharing tool)
- Link Instagram photos to your Facebook account
- Give potential buyers a close-up view of your home with Pinterest (a photo-

sharing tool that bookmarks images)

- Update information regularly
- Communicate with potential buyers who've left comments as quickly as possible
- Ensure an active and attractive online presence
- Include video of your home and neighborhood with narration and/or text that highlight its best features.

Use social media to attract potential customers

- Integrate blog and social media updates
- Help optimize your posts and your real estate agent's site by setting up a Google+ account
- Create a mobile presence with reputable real estate apps:
RealBird Mobile Real Estate
- helps promote realtor's listings, blogs, multiple photos and videos, etc.



- helps you create a Craigslist ad
- helps you create a Facebook listing page

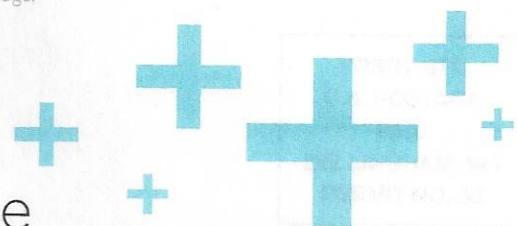
Trulia

- provides relevant information about homes and their surrounding area

Zillow

- shares important information about home that are on the market ■■

PROS & CONS of posting online



PROS

- Reaches your target audience
- Accesses more potential buyers than through traditional marketing alone
- Generates new leads
- Ensures maximum exposure for your property
- Advertises efficiently, cost effectively and environmentally
- Communicates directly with potential buyers on a regular basis
- Attracts and engages quality buyers
- Advertises features of your home through blogs, videos, etc.
- Targets potential buyers on a more personal level
- Increases chances of selling your home

CONS

- Requires knowledge of social media and how best to cross-promote your content
- Places demands on your time
- Needs your constant attention
- Requires engagement between you and the buyer
- Requires a consistent flow of new and effective content
- Increases risk of others using your content
- Increases security risks related to online use
- Overpromotes/oversells your property
- Increases chances of content becoming stale and ineffective
- Limits face-to-face communication

Balancing traditional and social media marketing

Both social media marketing and traditional marketing do a specific job, reaching buyers in different ways. Traditional marketing methods—television, radio, print ads and direct mail—are still effective and appeal to a variety of people from every demographic. Social media marketing goes one step further—it connects with your target audience. Integrating social media and traditional marketing can have a positive result. You can make your TV ad accessible online as well as invite readers/viewers/listeners to visit your website or Facebook page. This will help you reach and interact with all potential buyers and provide you with better chances of selling your home. ■■

MARIO VENANCIO'S 2012 CLOSED SALES

68 Lake Ave., FH
30 Tyson Dr., FH
108 Lewis Ln., FH
81 Battin Rd., FH
137 Kemp Ave, FH
93 Linden Dr, FH
46 Laurel Dr., LS
112 Maple Ave, LS
3 Pape Dr., Mid
33 Stavola Rd, Mid
12 Marissa Ct, Mid
36 Allen St., Rum
2 Elm Ln., Rum
7 Ridge Rd., Rum
29 Riverside, Rum
71 Navesink, Rum
73 Meadow Dr, SHB

200 Oxford Ave., FH
177 Cambridge Ave., FH
166 Fair Haven Rd., FH
197 Dartmouth Ave., FH
134 Buttonwood Dr., FH
418 Bendermere Ave., Int
94 N. Mitchell Pl., LS
89 N. Mitchell Pl., LS
60 Swimming River, Mid
57 Fish Hawk Dr., Mid
30 Serpentine Dr., Mid
1609 Wanamassa Dr., Oce
130-10 Bodman Pl., RB
78 Ave of Two Rivers, Rum
3 S. Rohallion Dr., Rum
35 Blackpoint Horseshoe
2604 River Rd., Wall

68 Park Ln., FH
63 Lake Ave., FH
20 Rustic Ter., FH
935 River Rd., FH
82 Princeton Rd., FH
5 Kimball Tur., Hol
54 Judith Rd., LS
10 Clarissa Dr., Mid
17 Hillyer Cir., Mid
444 Cooper Rd, Mid
38 West St., MB
3 Robin Rd., Rum
14 Club Way, Rum
98 Waterman, Rum
46 Navesink, Rum
23 Obre Pl., SHB
11 Helene Ct., TF

45 William St., FH
167 Grange Ave., FH
29 Schwenker Pl., FH
8 McCarter Ave., FH
78 Princeton Rd., FH
91 Portland Rd., Hig
19 Fox Hill Dr., LS
184 Pelican Rd., Mid
136 Conover Ln., Mid
888 Church Ln., Mid
33 Pal Dr., Oce
4 Blossom Rd., Rum
12 Auldwood Ln, Rum
26 Forrest Ave., Rum
16 Riverside Dr, Rum
203 Yale Blvd., SHB

Total Closed Sales \$75 million

* All Statistics as per Monmouth MLS *

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