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THE TW MARKETING UNIVERSE

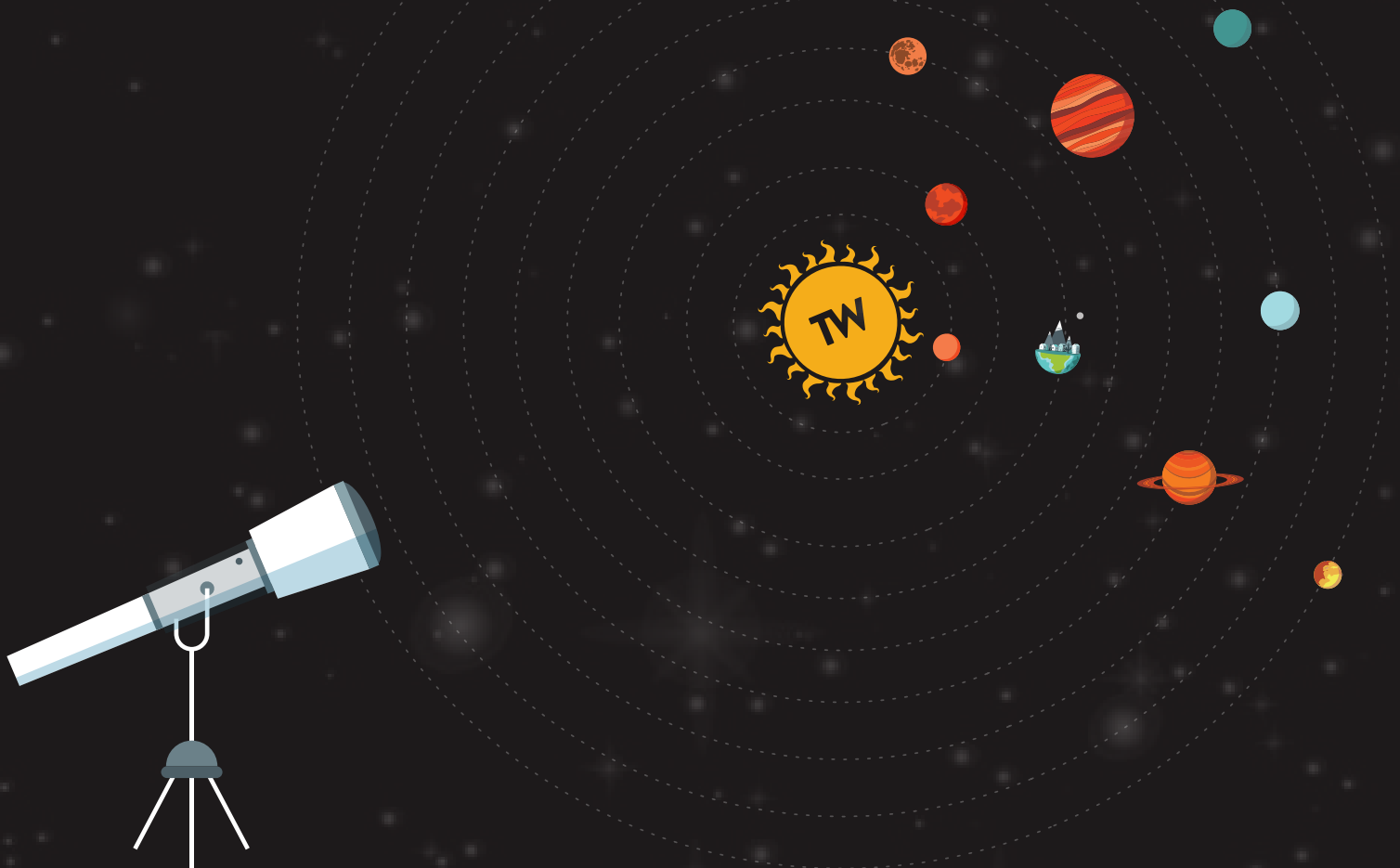
THE PLAN FOR OUT-OF-THIS-WORLD PROPERTY PROMOTION



PREPARED BY **TRILLIUMWEST** REAL ESTATE BROKERAGE LTD.

At TrilliumWest, we are not just a real estate company; we are a *cutting-edge marketing powerhouse.*

Our unique approach combines incredible visual content, strategic online presence, and powerful partnerships to ensure your property gets the attention it deserves.



Our Process: A Comprehensive Marketing Approach

COMPELLING CONTENT CREATION

We invest significant time and resources into creating visually stimulating and compelling content for your listings.

VISUALLY STIMULATING LISTINGS

We produce high-quality videos and stunning images that highlight the unique features of each property, creating an emotional connection with potential buyers.

ENGAGING CONTENT

Our content isn't just beautiful; it's designed to engage. We share it across our social channels, website, and email campaigns to attract and retain the interest of potential buyers.

LEVERAGING OUR AUDIENCE

Once we create the listing, we leverage our well-established audience to maximize exposure.

ORGANIC REACH

Over the years, we have built a substantial audience through content creation, hosting events, and building an extensive email list. This allows us to organically reach a wide pool of potential buyers immediately.

SEO INVESTMENT

We have invested heavily in SEO to ensure our listings appear at the top of search results for key areas like Kitchener, Waterloo, and Guelph. Each listing is meticulously optimized to ensure it is indexed properly and shows up prominently when buyers are searching.

PROVING OUR SEO

Don't just take our word for it. Type "Realtor® Kitchener Waterloo" or "Real Estate Brokerage Guelph" into Google and see who shows up on the map. We consistently rank at the top, ensuring that potential buyers find your listing first.

GOOGLE REVIEWS

Our 5-star Google reviews are a testament to our expertise and commitment to excellence. Buyers often research the best Realtor®s in town, and our top ranking in Google reviews helps attract them to your property.

STRATEGIC PAID ADVERTISING

In addition to our organic efforts, we employ a highly strategic paid advertising program.

TARGETED PLATFORMS

We use Google, Facebook, Instagram, and other platforms to ensure our listings appear at the top of relevant searches. Our ads are strategically placed to reach in-market buyers ready to purchase, not just casual browsers.

PRECISION TARGETING

Our ads are targeted based on specific criteria, such as property type and geography. For example, if someone searches for condos, they will see the exact condo they viewed and other similar listings. This precision targeting ensures that your property is consistently in front of the most relevant and high-intent buyers.

RETARGETING CAMPAIGNS

We implement advanced retargeting campaigns to keep potential buyers engaged.

STRATEGIC RETARGETING

Whether buyers come through organic or paid methods, our retargeting campaigns are designed to bring them back. We show them the exact properties they viewed and similar listings to maintain their interest.

CUSTOMIZED CATEGORIES

Our retargeting is customized by property type and geography. For instance, if someone looks at single-family homes, they will see similar homes in our retargeting ads. This ensures that buyers are constantly reminded of your property among the most relevant options available.

EARNED MEDIA & STRATEGIC PARTNERSHIPS

We expand our reach through valuable partnerships and distribution networks.

PARTNER WEBSITES

We collaborate with leading real estate websites and strategic distribution networks, such as TRREB.COM, to push seller listings to a broader audience.

DISTRIBUTION NETWORKS

These partnerships help us reach a wider pool of potential buyers, ensuring your property gets maximum exposure.

FAQ



“Why am I not seeing my listing on my preferred social channel?”

At TrilliumWest, we strive to ensure each listing hits all our different methods of advertising. However, our analytics and algorithms have proven that some properties perform better on different media than others. **We always follow the data.** So, rest assured that just because you are not seeing it doesn't mean it's not being expertly advertised. We're constantly optimizing to ensure your listing is placed where it will have the greatest impact.

Realtor® Services at TrilliumWest

| | |
|-------------------|--|
| ON THE WEB: | LISTINGS GO LIVE ON OUR WEBSITE WITHIN 48 HOURS OF HITTING MLS. |
| SOCIAL MEDIA: | YOUR PROPERTY IS FEATURED ON ONE OF OUR SOCIAL PLATFORMS WITHIN THE FIRST 7 DAYS ON MARKET. |
| FEATURED LISTING: | WITHIN THE FIRST 14 DAYS, YOUR PROPERTY WILL BE HIGHLIGHTED AS A FEATURED LISTING. * |
| AD CAROUSEL: | YOUR LISTING IS UPLOADED TO OUR AD CAROUSEL WITHIN 24 HOURS, BACKED BY OUR ANNUAL AD SPEND OF \$50,000 TO MAXIMIZE VISIBILITY. |

*FOR LISTINGS WITH VIDEO ONLY

Why TrilliumWest?

Our comprehensive approach to marketing sets us apart in the real estate industry. We are dedicated to ensuring your property stands out and reaches the right audience through our innovative and integrated marketing strategies. With TrilliumWest, you get more than just a listing; you get a dedicated marketing team working tirelessly to sell your property.

Choosing TrilliumWest means choosing a marketing strategy that is designed to maximize your property's exposure and appeal. Our proven process ensures that your property is not just listed but marketed in a way that attracts and engages potential buyers effectively.

*Let us show you how we can make
your property the star of the market.*



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