

You Pick Your Marketing Plan

We'll cater our strategies to reflect your goals & preferences.



ZIA GROUP
REAL ESTATE. REAL IMPACT.

	GOLD	PLATINUM	DIAMOND	DIAMOND+
MARKETING FEATURE	5.0%	5.5%	6.0%	7.0%
Cash offer promise Looking for a quick close with superior terms and less hassle? Zia Group makes a cash offer promise! Receive one or more cash offers within 3 days of listing your home with Zia Group.	●	●	●	●
Professional content creation Zia Group's content creators know how to capture the imaginations of today's buyers while also capitalizing on SEO strategies to ensure more qualified buyers see your home online.	●	●	●	●
Professional Photography Many buyers will first engage with a home through a photo, so Zia Group ensures that your home's photos are perfect and memorable.	●	●	●	●
Prominent Placement on Our Premier Real Estate Site: ZiaGroup.com We create custom-designed webpages for each of our listings in order to communicate the unique features of a home to prospective buyers.	●	●	●	●
Syndicated to Hundreds of Top Real Estate Search Platforms Listing your home in the MLS will ensure that your home reaches thousands of prospective buyers. Zia Group's proprietary strategies ensure that qualified buyers who see your home won't forget it.	●	●	●	●
Postcard Campaign Your neighbors stand to gain a lot if your home sells for a good price. We mail them custom postcards about your home so they can help us find a qualified buyer.	●	●	●	●
Zia Group Proprietary Social Media Campaign Leveraging our proprietary social media marketing plans, Zia Group positions your home to hundreds of buyers online and on social media. Zia Group has over 110,000 followers combined across all social media platforms, allowing you to cast a wider net.	●	●	●	●
Comprehensive Features and Upgrades List Zia Group provides more information to interested buyers through this incredible resource which ultimately serves to increase the perceived value of your home.		●	●	●

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Professional Aerial Photography Aerial photography highlights your home's proximity to key amenities—a major factor in many buyers' decisions.		●	●	●
Professional Twilight or Sunrise Photography Twilight photos are romantic and dramatic, making your home impossible to forget!		●	●	●
Professional Guided Video Tour An 8-15 minute video tour of your home drastically decreases the number of showings needed to receive a viable offer on your home. This video will also increase exposure to out-of-town buyers who may be willing to pay a market premium for your home.		●	●	●
Professionally Measured and Drafted Marketing Floor Plan Visualizing the layout of a home is incredibly valuable for a buyer, especially before they visit your home. Often, homes are found to be larger than the tax records state, so having a professionally measured floor plan may also increase what buyers are willing to pay.			●	●
Virtual Staging or Digital Enhancement Virtual staging and enhancements help create a lasting impression when a buyer first encounters your home online. Zia Group will edit up to 4 photos with virtual staging or digital enhancements, such as changing a wall color or staging an outdoor space.			●	●
Professional Marketing Video Zia Group creates a teaser video designed to capture the essence of your home and communicate it to prospective buyers across multiple digital platforms, again designed especially for that out-of-town buyer.			●	●
Expanded Social Media Campaign Zia Group casts a wider net by pursuing additional prospective buyers online and through social media. The Zia Group team has over 110,000 combined followers across social media. This provides greater exposure for your listing online.			●	●
Expanded Postcard Campaign Zia Group mails additional postcards to strategically identified neighborhoods in order to find the perfect buyer for your home.			●	●

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Aerial Drone Footage for Virtual Tour & Marketing Video Again, aerial footage shows your home's proximity to the best that Santa Barbara has to offer. Adding this to your home's videos highlights the particular lifestyle your home affords.			●	●
Professional Design Consultation Presentation matters. We provide professional consulting on which upgrades to your home will maximize the sales price.			●	●
Construction Project Management Take advantage of the Zia Group's strategic investor relationships and their "investor volume pricing". Our company will help you define the best scope of work for your budget, recommend quality vendors at some of the best pricing, and professionally manage your cosmetic remodel to maximize your sales price. *Additional fees are required for cosmetic remodels.			●	●
Professional Staging Consultation Our recommended staging professional will do an onsite or virtual consultation with you going room-by-room making staging recommendations that either you, they, or a service provider of your choice can implement.			●	●
Door Knocking Campaign Zia Group will follow up our postcard campaign by knocking on a minimum of 100 doors around your home prospecting for a new buyer.			●	●
Luxury Media Placement Your home will be featured in prominent global media publications including the Wall Street Journal, Robb Report, Market Watch, Unique Homes, and Mansion Global with nearly 50 million combined readers monthly. *Available for qualifying listings above \$3.5m			●	●
Increased Buyer's Agent Incentive Want to ensure that your home gets premium attention from the agents representing today's buyers? This add-on creates an additional incentive for a buyer's agent to show and sell your home.				●