



MARKETING REPORT SUMMARY

407 Paseo Del Descanso

SANTA BARBARA, CALIFORNIA

Feb 09, 2024 –
Mar 15, 2024

Overview

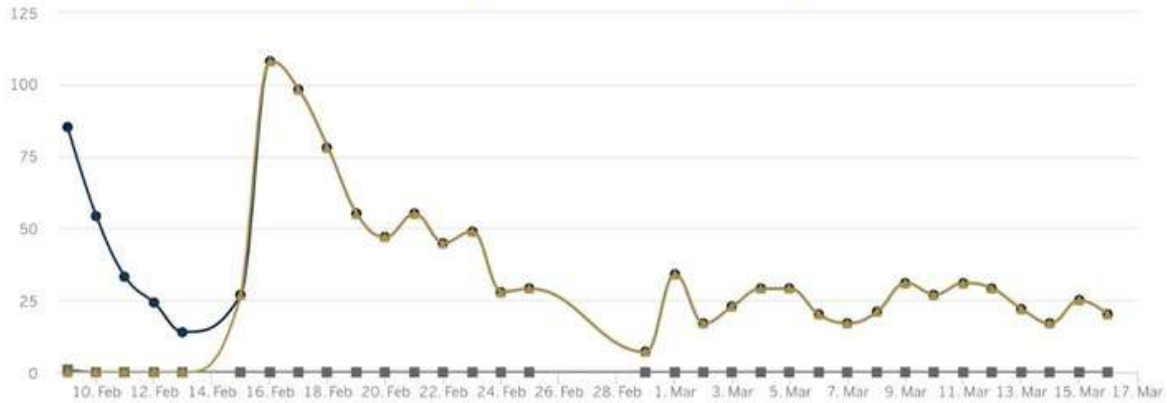
- Coordinated a thorough Market-Ready checklist, which included painting, tree work, deep cleaning inside and out, garden cleanup, window washing, trash removal, decluttering, and staging.
- Engaged professional photographers to capture stunning visuals, including video and slideshow presentations.
- Successfully listed the property on the MLS and PropertyInSantaBarbara.com for maximum exposure.
- Expanded the property's visibility across hundreds of partner websites affiliated with Sotheby's International Realty.
- Implemented bi-weekly Sotheby's International Realty Email Flyers to keep potential buyers informed.
- Utilized targeted email campaigns, reaching a network of over 3000 Realtors statewide, including top producers nationwide.
- Actively promoted the property during our weekly sales meetings among fellow REALTORS®.
- Leveraged social media platforms such as Facebook and Instagram, along with various websites, to showcase the property to thousands of potential buyers.
- Circulated professional neighborhood Just Listed announcements to generate local interest.
- Crafted a high-quality, visually appealing property brochure for distribution during property tours and open houses.
- Established a dedicated property website, strategically positioned across our partner websites for enhanced online visibility.
- Additionally, we've secured placements for ads featuring your home in esteemed publications such as the Santa Barbara Independent, Montecito Journal, Food and Homes (inside cover), Dining and Destinations, and Haven Homes.

Views on Web

FEB 09, 2024 – MAR 15, 2024

SanRoqueCottage.com | sothebysrealty.com/id/BEC5TD

■ All Websites ■ sothebysrealty.com ■ sanroquecottage.com ■ realtor.com ■ All other Sites



ALL WEBSITES 1,485 TOTAL VISITS

Sotheby's
INTERNATIONAL REALTY 1 VISITS
sothebysrealty.com

Sotheby's
INTERNATIONAL REALTY 1,018 VISITS
sanroquecottage.com

Zillow 257 VISITS
Zillow.com

realtor.com 206 VISITS
realtor.com

ALL OTHER SITES 3 VISITS
Review full report for full list

ADVERTISEMENTS	<p>Santa Barbara Independent: 03.07.2024 02.39.2024 02.22.2024</p>	SOCIAL AND EMAIL CAMPAIGNS	<p>1,463 EMAILS SENT 97.74% VIEW RATE</p>
	<p>The RIV Magazine: 03.15.2024</p>		<p>614 INSTAGRAM VIEWS</p> <p>POSTS: 2.10.2024 1.24.24</p>



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