

# JEN ANDERSON

Listing & Marketing Guide



Jennifer Anderson

910.612.8163

[jen@jenandhomes.com](mailto:jen@jenandhomes.com)



**RE/MAX**  
SOUTHERN COAST





## HI, I'M JEN!

I'm Jen, real estate agent and lover of homes and the place I call home, Brunswick County! I have been living in and loving Brunswick County as a full-time resident since 2006 but have been visiting and spending the summer at Holden Beach ever since I can remember (literally).

I spent almost 20 years working in the design & purchasing aspects of new construction world before jumping over to real estate - homes are my passion! Being in new construction taught me a great wealth of knowledge that comes in very handy now. To me, part of the lure of our area is the uniqueness of each property and home and I enjoy the investigation and learning that comes with each property.

I'm a firm believe that you should #lovewhereyoulive and my front door welcome mat reads "our happy place." I love to help others find their happy place but also understand that sometimes it's time to move on to a new place. If you are considering moving on, I'm here to help! Let's chat about how I can help with this big decision and make it as smooth of a transition as possible.

*Jen*



# TESTIMONIALS

Jennifer Anderson and the Team at Jen and Homes add a lot of flare and charm to their advertising in selling homes. The advertising on their website and Facebook page showed many professional pictures of our home that were regularly updated as construction progressed. They also provided drone footage of the home and its proximity to the beach. We were blessed to have Jen as our realtor. It was a unique experience. The most important thing to me while selling a home or doing any business is communication. Jen and her colleagues always responded to phone calls, texts, and emails in a very timely manner, which demonstrated their professionalism. Other ways they showed their professionalism was by hosting open houses, conducting market research, and keeping us up to date on other competing properties in our price range. They used great signage for advertising the open houses and managed the property well after showings. It stayed clean, presentable, and locked up when not being shown. They also coordinated with other realtors inside and outside of the area to bring potential buyers and always made us aware of a showing. While showing the home, they made sure to point out all the key features that made the house stand out from the rest. While that can be repetitive, they maintained their great personalities everytime to each potential buyer then gave us feedback from the comments they collected from each showing. I can't say enough about the persistent attention they gave the property. I highly recommend using Jen and Homes as your realtors and promise they will sell your property and make the experience professional and delightful at the same time.

-John and Kelly Laurents



Jen was fantastic to work with! She was professional, fun, and our listing looked amazing. She was extremely easy to get a hold of and very responsive. Great realtor!!

-Greg & Blair Stickle

After having an unsuccessful relationship with another realtor, we decided to contact Jen Anderson with RE/MAX Southern Coast. In less than 2 weeks our cottage was under contract! Her professionalism and communication is beyond exceptional!! She goes well above "the call of duty" in guiding sellers through the process. She is attentive, kind, patient & very knowledgeable. I would recommend her to anyone who is considering buying or selling. You will not find a more kind, informative, professional realtor who will guide you through the process with her easy-going nature! She will stay in contact with you and help you with requests and questions. If you are an out-of-town buyer or seller, you have no worries because she will send videos and keep you well informed. Her knowledge of the real estate market & process and the area is outstanding. I can assure you that when the process is done, you will be amazed and very pleased!

-Terry & Mary Beth Deal



# PRE LISTING PREP



Before your home hits the market, there are a few steps to complete:

- **Listing Consultation:** Meeting to discuss your home your goals, any concerns, pricing, any repairs or updates to be made, etc.
- **Home Prep:** Decluttering, deep cleaning, staging if necessary, any repairs or updates discussed during our listing consultation
  - **Exterior:** Cut/trim bushes and landscaping, tidy yard of toys or other items, sweep porches and brighten up front entrance
  - **Kitchen:** Clear off counters, tidy pantry, wipe down cabinet doors
  - **Living Areas:** Remove personal items, declutter, remove furniture that blocks natural walking paths
  - **Bedrooms & Baths:** Remove personal items, declutter closets
  - **Overall:** Dust, wipe blinds, touch up drywall and paint, neutralize any bold colors

The next steps!! The photography and marketing!! The following pages outline the steps to marketing (of all types) of your home! If you are uncomfortable with any of the 9 steps I include, any can be excluded.

# PROFESSIONAL PHOTOS 1



Professional photos are crucial for listings because they showcase a property's best features in the most flattering light, attracting potential buyers. High-quality images convey a sense of professionalism and credibility, instilling confidence in viewers and increasing the likelihood of inquiries. Professional photos can significantly enhance the perceived value of a property, leading to quicker sales at optimal prices.



# PRINT MARKETING

Postcards are sent to neighbors and the surrounding area letting them know about our listing, asking them if they'd share it with anyone they know looking to buy in the neighborhood or area and inviting them to our open house. People who live in the area always know someone else looking to move into the area and are the most likely to upsize or downsize where they are.

Attractive flyers are also created showcasing the property and highlighting its unique features, updates, and general information. These can be put in flyer boxes, used at open houses and given to prospective buyers.



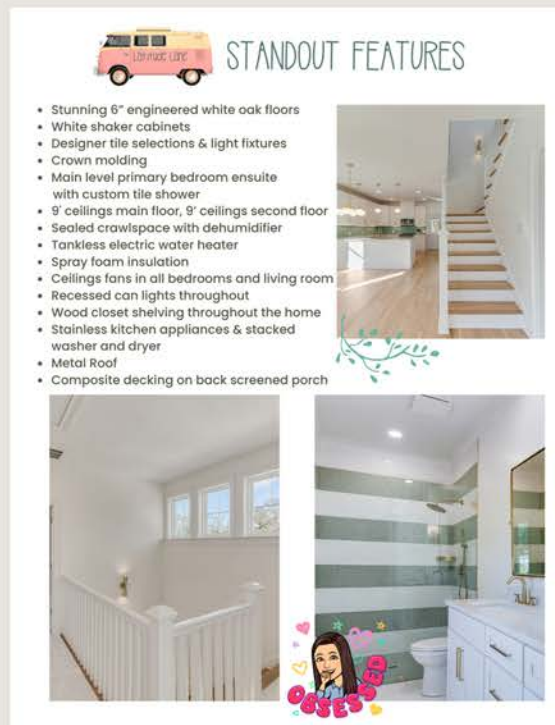
*Sitting Oh SO pretty*


**8 W Oak Island Drive**  
OAK ISLAND, NC 28465  
3 BEDS • 2.5 BATHS • 1,602 SQ FT

**Introducing Latitude Lane, a cheery beach cottage full of whimsical details**


With a mix of sunny yellow board & batten and lap siding and coral inlaid accents, a lobby shell concrete foundation and metal roof, she's sure to catch your attention when you turn down West Oak Island Drive. The front and back porches feature distinct details such as exposed rafter tails and aqua colored ceilings. Out back, the builder has left it up to the buyer and there are options galore - enough space to add a carport or garage, a small pool or a yard with a tiki bar! Already included, there is a storage area for beach gear, an outdoor shower and beautiful live oaks and crepe myrtle trees.


 [www.jenandhomes.com](http://www.jenandhomes.com)




 **STANDOUT FEATURES**

- Stunning 6" engineered white oak floors
- White shaker cabinets
- Designer tile selections & light fixtures
- Crown molding
- Main level primary bedroom ensuite with custom tile shower
- 9' ceilings main floor, 9' ceilings second floor
- Sealed crawlspace with dehumidifier
- Tankless electric water heater
- Spray foam insulation
- Ceilings fans in all bedrooms and living room
- Recessed can lights throughout
- Wood closet shelving throughout the home
- Stainless kitchen appliances & stacked washer and dryer
- Metal Roof
- Composite decking on back screened porch









**JUST LISTED**  
in **WINDING RIVER PLANTATION**



**454 Springwood Drive SE**  
WINDING RIVER PLANTATION • BOLIVIA, NC 28422  
0.43 acre • X flood zone



HOLDEN BEACH : 12 Miles  
OAK ISLAND : 12 Miles  
SOUTHPORT : 16 Miles  
SHALLOTTE : 11 Miles  
LOWE'S FOOD : 8 Miles

*Get ready for relaxing pond views, convenience and an amenity rich community!*

 **JEN ANDERSON**  
910-612-8163  
mobile/text

**RE/MAX SOUTHERN COAST**



319 N HOWE ST.  
SOUTHPORT, NC 28461

[JenandHomes.com](http://JenandHomes.com)



# INSTAGRAM MARKETING

3



Static posts



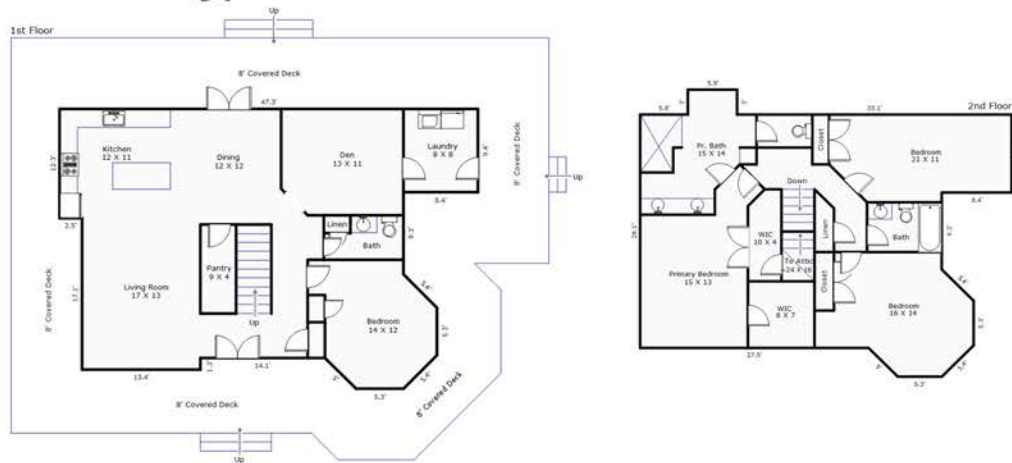
Reel video footage

Buyers increasingly use social media as a search engine, relying on platforms like Instagram, Facebook, and Pinterest to discover and explore homes, neighborhoods, and real estate trends through visual content and user-generated recommendations. Instagram is an effective platform for garnering views and engagement, thanks to its visually appealing interface and the potential for content to go viral through hashtags, shares, and engagement-driven algorithms. Instagram serves as a fantastic tool for connecting with local, targeted individuals, allowing businesses and individuals to engage directly with their community and tailor their content to reach specific geographic audiences effectively.

# FLOOR PLANS

Floor plans help buyers visualize the layout and spatial arrangement of a property, providing them with a clear understanding of the space and assisting in their decision-making process.

4



## OPEN HOUSE

5

Open houses are a great way to showcase your home to a broad audience and increase the exposure of your home. Open houses advertised on Zillow and Realtor.com often attract serious buyers who are actively looking for a home. These individuals may use open houses as part of their home search process, making it more likely to find a qualified buyer. It is also convenient for both buyers and sellers. Buyers can view multiple homes in one day, and sellers can accommodate multiple showings in a short time frame, reducing disruption to their daily lives. When multiple potential buyers visit your open house, it can create a sense of competition. This competition may encourage interested parties to make offers quickly to secure the property.

Last, open houses allow you to receive immediate feedback from visitors, including what they like or dislike about your property. This feedback can be valuable for making improvements or adjustments to your home's presentation.





# VIRTUAL WALK THROUGH 6

3D MATTERPORT tours allow buyers a more immersive and detailed representation of a property compared to static photos. This helps viewers get a better sense of the layout, flow, and spatial relationships within the home. 3D tours are especially useful for people who are unable to visit the property in person due to distance or scheduling conflicts.

# PAID FACEBOOK ADS 7

Using Facebook ads for real estate can be an effective strategy to reach a wide audience of potential buyers. Facebook allows targeted ads to a highly specific audience based on demographics, interests, behaviors, and even location. This precision targeting ensures your ads reach potential buyers who are more likely to be interested in your property listing. Facebook is one of the largest social media platforms in the world with billions of users. This means your listing can potentially reach a vast audience, increasing the chances of finding the right buyer.





# EMAIL MARKETING

8

Emails are sent to all past clients, current clients and agent partners letting them have early access to our listing and inviting them to our open house! All agents within our MLS are notified of your listing coming to market as well as my current email subscribers.

# YOUTUBE MARKETING

Listings are posted to Youtube and Youtube shorts in order to capture as many eyes as possible for your listing, and increase the chances of quickly finding a buyer.

9





I LOOK  
FORWARD  
TO  
WORKING  
WITH  
YOU!

*Jen*