

# THE ALIGNHAUS MARKETING STRATEGY

A PROACTIVE, RELATIONSHIP-  
DRIVEN APPROACH DESIGNED TO  
CREATE LEVERAGE, MOMENTUM,  
AND RESULTS.

## ALIGNHAUS

Clarity. Connection. Home.



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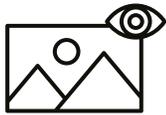
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ALIGNHAUS

 **MLS**  Not intended to solicit currently listed properties.

# PROACTIVE MARKETING STRATEGY



## Visual Marketing

We invest in top-tier visuals — professional photography, cinematic video, and drone footage — to position your home competitively and attract serious, qualified buyers.



## Custom Print & Digital Collateral

Purpose-built brochures and property materials designed to highlight what matters most and help your home stand out in a competitive market.



## Broker Exposure

Strategic broker open houses designed to generate early momentum, gather professional feedback, and expand reach within the agent community.



## Public Open Houses

Thoughtfully planned and marketed open houses focused on quality traffic — not just foot traffic.



## Online & Social Amplification

Your home is promoted across high-visibility platforms and targeted social channels to maximize exposure where buyers are actively looking.



# SHOWINGS, PRICING & PROSPECT MANAGEMENT



## Hands-On Showings

We are present at every showing to answer questions, highlight key features, and protect first impressions.



## Relentless Follow-Up

Every showing is followed up. Every conversation is tracked. Momentum is created — not left to chance.



## Qualified Buyer Focus

We prioritize serious, well-positioned buyers by engaging directly with both prospects and their agents.



## Market-Driven Pricing

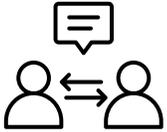
Local market activity is monitored in real time, allowing us to make proactive pricing decisions that keep your home competitive.



## Full Commitment

This is active representation with one objective: achieving the strongest possible outcome.

# CLIENT-CENTERED COMMUNICATION & ONGOING STRATEGY



## Consistent Updates

Weekly communication keeps you informed with real insights from showings, buyer activity, and market response.



## Adaptive Strategy

Our approach evolves based on feedback and conditions, ensuring your listing remains relevant and well-positioned.



## The ALIGNHAUS Difference

Clear communication. Strategic decisions. Zero guesswork.



**ALIGNHAUS**