

MAXIMIZING YOUR HOME'S POTENTIAL

A Comprehensive Approach to Selling Your Property



THE *Carole Downing*
GROUP

Berkshire Hathaway HomeServices California Properties
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Introducing the Carole Downing Group: Your Gateway to Exceptional Real Estate Marketing

Welcome to the Carole Downing Group, where your property's market presence receives the spotlight it deserves. As you embark on your selling journey, allow us to introduce our team and the unparalleled marketing strategies we employ to showcase your home.

Our Distinction

- **Top-Tier Performance:** Ranked among the top 1% of all agents in San Diego and the top 1/2 of 1% within the Berkshire Hathaway network, Carole Downing and her team bring elite expertise to your doorstep.
- **Unwavering Dedication:** Our commitment to excellence ensures that your property stands out in the market, backed by our extensive experience and resources.
- **Innovative Marketing:** Embracing cutting-edge techniques, we ensure your home receives maximum exposure to potential buyers, both locally and globally.

What Makes Us Unique

- **Tailored Approach:** Just as every home is unique, so is our approach. We craft personalized strategies that highlight your property's distinct features and align with your specific objectives.
- **Comprehensive Solutions:** From luxury estates to first-time sellers, our comprehensive marketing plan caters to every property type and seller need.
- **Proven Track Record:** Our consistent delivery of exceptional results speaks volumes. Experience the difference of working with a team that sets the standard for success.

Next Steps

Join us as we delve into the dynamic marketing strategies that will elevate your home's visibility and attract qualified buyers. Discover how the Carole Downing Group can transform your selling experience into a seamless and successful journey. Let's embark on this exciting venture together.



MARKETING YOUR HOME

- Staging Consultation
- Luxury Marketing
- Professional photography
- Full Production Drone Video
- Matterport 3D Tour
- Professionally designed and printed brochures
- Detailed description of the property
- Custom designed website
- Custom Sign rider with website address
- International Advertising- with 750+ websites worldwide including Juwai, Proxio, LuxuryReal Estate.com & World Properties.
- Zillow Premier Advertising
- Enhanced Showcase on Realtor.com
- Prelaunch campaign to data base & local realtors
- Just Listed Campaign
 - Just listed cards
 - Just Listed Announcement to 20,000 agents in So Cal
 - Just Listed- Internet Advertising-Google, FB, Instagram
 - Promote Property to International network
 - Via Proxio
- Expert digital marketing team with aggressive online advertising strategy featuring your home locally, nationally, and internationally.
- Exposing the property through the relocation network to buyers relocating from other areas.

Step 1: Capturing Beauty

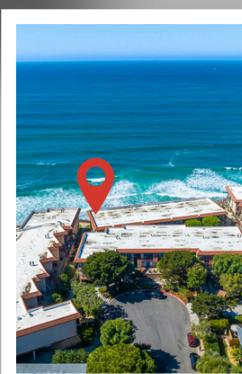
Professional Photos and Videos

The foundation of our marketing process begins with professional photography and videos. We meticulously capture your home's essence, transforming it into stunning visual narratives. These images and videos are pivotal in showcasing your property's best features, setting the stage for a compelling presentation across all marketing platforms.

Professional PHOTOS

Click this link for a
branded virtual tour.

[Browse Galleries](#)



Step 2: Bringing Your Listing to Life: Our Video Marketing Approach

Our Story Telling In Action- Click the images to view each video

18102 Via Ascenso, Rancho Sante Fe, CA

\$3,750,000

905 S. Clement St. Oceanside, CA 92054 US

\$2,110,000

3701 Fortune Ranch Rd. Encinitas, CA

\$1,802,400

1725 Kira Place, Carlsbad, CA 92008

JUST LISTED

4 Beds 2 Baths 2 Car Garage 1,801 Sq. Ft. \$1,899,000

JUST LISTED

201 N. Coast Hwy, Unit 206, Oceanside, CA, 92054

JUST LISTED

2 Beds 2.5 baths 2 Car Garage 1,323 Sq.Ft. Listed at: **\$999,000**

JUST LISTED

29175 Dallas Cir. Winchester, CA 92596

3 Beds 2 Baths
2 Car Garage 1,481 Sq. Ft.
Listed at: **\$499,000**

2063 Grandview, Oceanside, CA 92054
\$1,290,000

We use video marketing to turn your home into a compelling story, creating an emotional bond with potential buyers. This method highlights your home's unique appeal, making it stand out and inviting buyers to envision their future within its walls

Step 3: Open House Experience

We transform every open house into an event that beckons potential buyers. Through inviting and professional video advertisements, we not only announce these events but also spark curiosity and excitement, promising an immersive exploration of what could be their next home.

Click the images to view each video

OPEN HOUSE

401 N. Coast Hwy. Unit 206, Oceanside, CA, 92054

**2 Beds
2.5 baths
2 Car Garage
1,323 Sq.Ft.**

Listed at: \$999,000



 The Carol Downing Group

OPEN HOUSE

Experience the sun-kissed PARADISE



OPEN HOUSE

2915 Dales Cir. Winchester, CA 92398

**3 Beds
2 Baths
2 Car Garage
1,481 Sq. Ft.**

Listed at: \$499,000

OPEN HOUSE

1407 Tiffany Ln. Vista, CA 92084

Listed at: \$849,900

OPEN HOUSE

3725 Kins Plaza, Carlsbad, CA, 92008

Offered at: \$1,899,000



OPEN HOUSE

2873 Alta Vista Dr. Fallbrook, CA, 92028



March 16th & 17th, 2024

SATURDAY & SUNDAY (12:00 PM - 3:00 PM)

3 Beds | 2 Baths | 1,744 Sq. Ft. | 2 Car Garage

OPEN HOUSE

6392 Alexandri Cir., Carlsbad, CA 92011

\$1,074,000

SATURDAY (1:00 PM - 4:00 PM)

OPEN HOUSE

355 Tropic Ct. Oceanside, CA 92058

**SATURDAY (1:00 PM - 4:00 PM)
SUNDAY (12:00 PM - 3:00 PM)**

4 Beds | 2.5 Baths | 2,630 Sq. Ft. | 3 Car Garage



OPEN HOUSE

355 Tropic Ct. Oceanside, CA 92058

Offered at: \$1,899,000



Step 4: Announcing Your Listing

With our 'Just Listed' postcards, we embrace the traditional touch in modern marketing. These custom-designed postcards are mailed to the surrounding area, proudly announcing your property's debut on the market. This approach ensures your listing stands out to local potential buyers, inviting them to explore what makes your home unique.



555 Toota Court
4 Beds | 2.5 Baths | 2,630 Sq. Ft. \$1,199,000

JUST LISTED!



Discover the perfect blend of comfort, style, and convenience in this exquisitely updated home, nestled at the end of a cul-de-sac. Enjoy a sprawling yard with BBQ island, firepit, and pool/spa. Inside, find a modern kitchen, cozy family room, and spacious bedrooms. Additional features include solar panels, 2 Tesla Batteries and a 3-car garage with home gym.

BERKSHIRE HATHAWAY HOMESERVICES | CALIFORNIA PROPERTIES
5975 Avenida Encinas Ste 110, Carlsbad, CA 92008



The Carole Downing Group
760-685-0482
www.TheCaroleDowningGroup.com
Top Half of 1% of Agents Nationwide w/ BHHS
DRE #01446222

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Just Listed
555 Toota Court
The Carole Downing Group

Step 5: Leveraging Digital Ads

With Chalk Digital, we craft targeted advertising campaigns that pinpoint potential buyers with precision. These digital ads are designed to reach an audience most likely to be interested in your property, ensuring your listing gains maximum visibility online. This strategic approach not only enhances the reach of your marketing but also brings a highly engaged audience directly to your doorstep.



Where Your Ads Live: These logos represent the platforms hosting your property's ads, maximizing visibility and engagement with potential buyers.



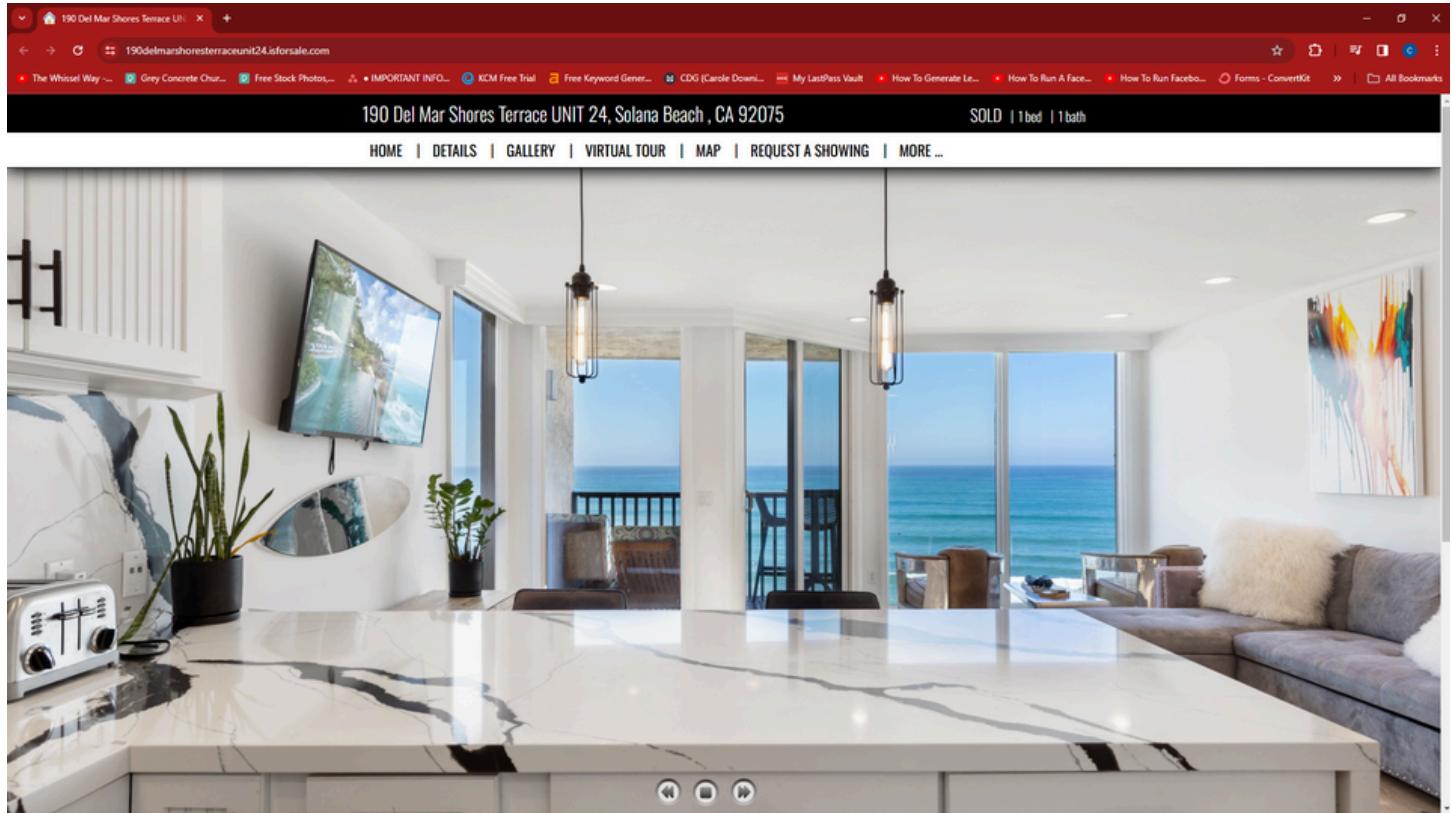
Step 6: Full-Color Brochures

Lasting Impressions - Our professional, full-color, 4-page brochures are more than just a marketing tools; they're keepsakes that showcase the elegance of your home and leaves a lasting memory with buyers. These carefully designed pieces captivate with stunning visuals and detailed information, tailored to accentuate your property's unique features and amenities.



Step 7: Exclusive Home Showcase

We create a custom website for your property, featuring everything from professional photos to detailed area information, including schools, virtual tour, open house details, financing options, and it's a comprehensive digital home base designed to attract and inform potential buyers.



[Click Here for the Custom Website](#)

Step 8: Custom Sign Rider

Instant Information via Custom Sign Rider - Complementing our digital efforts, a custom sign rider attached to the yard sign offers passersby immediate access to your home's details. This innovative approach ensures that anyone driving by can instantly connect with the property's features and contact information, bridging the gap between offline curiosity and online exploration.



Step 9: QR Codes to Your Home's Story

Seamless Connection via QR Codes - To enhance our marketing and provide effortless access to your property's details, we incorporate QR codes in our materials. A simple scan takes buyers directly to the custom website showcasing your listing, offering an all-encompassing digital overview of your home. This tech-savvy approach ensures potential buyers have instant access to everything they need to know, from the comfort of their smartphones



[Click this link](#)

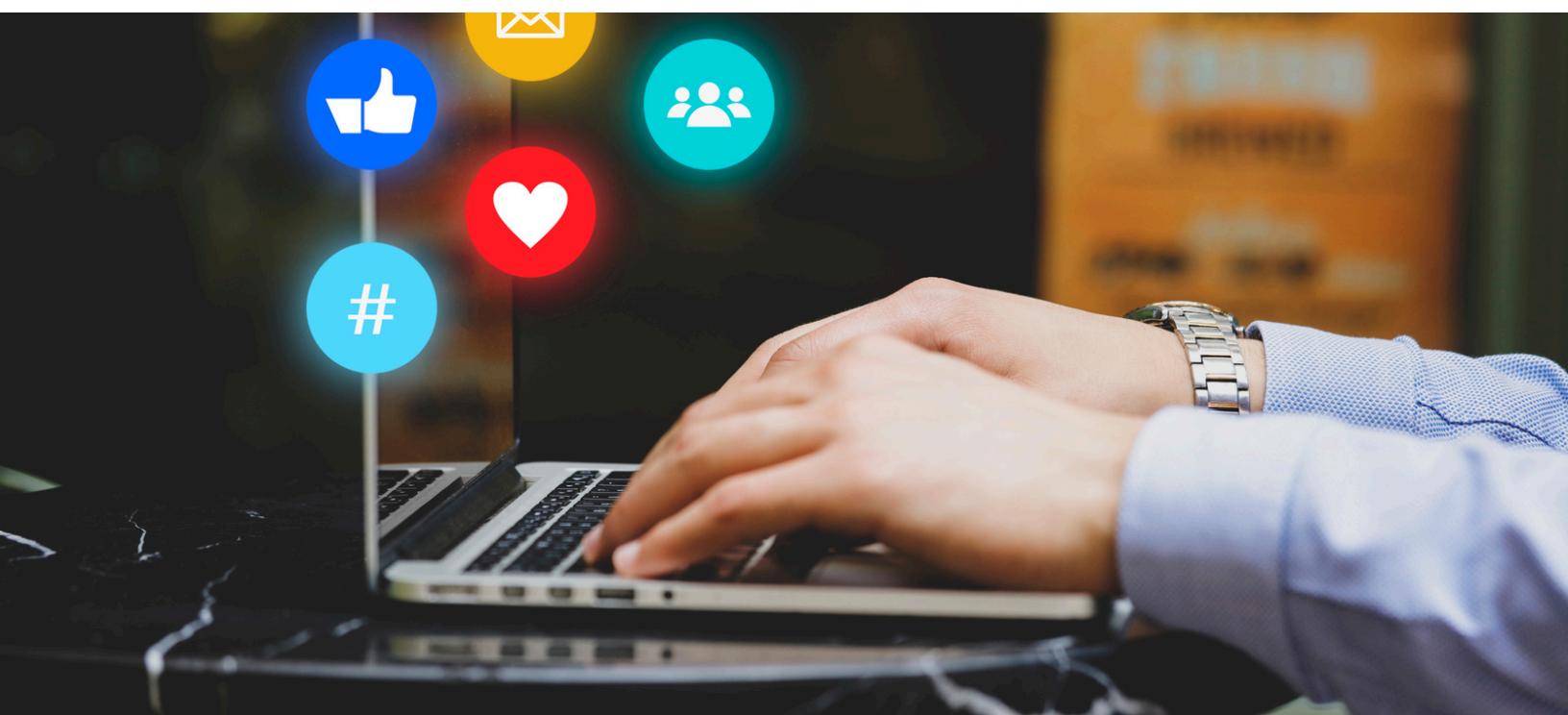
Step 10: Social Media Listing Launch

Utilize the power of social media to launch your listing:

- Facebook: Engaging posts with high-quality visuals targeting relevant audiences.
- Instagram: Visual storytelling with photos, videos, and Stories for immersive experiences.
- Twitter: Concise updates and engagement with trending hashtags and user interaction.
- YouTube: Curate boards with appealing images and inspirations for wider exposure.

Maximize reach, engagement, and leads across platforms for successful listing promotion.

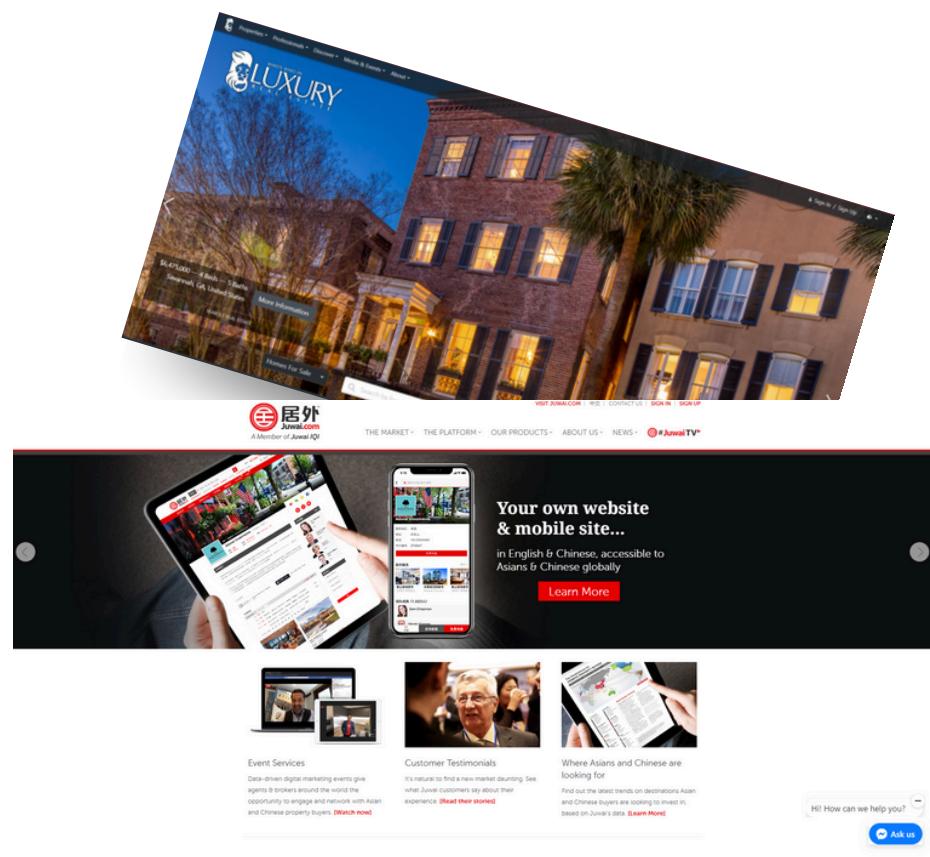
Click the logo below to view samples



Step 11: Broker Caravan

- Present the listing to brokers for firsthand viewing.
- Collect valuable feedback on first impressions.
- Enhance marketing strategies based on insights.





Step 12: International Advertising

In our marketing strategy, we:

- Extend the property's visibility globally by advertising on 350+ websites across 100 countries.
- Utilize renowned platforms like Juwaii, World Properties, LuxuryRealEstate.com, and more.
- This approach taps into affluent global markets, widening the pool of potential buyers.
- Our focus is on strengthening marketing efforts to attract international clientele and secure offers.

Wall Street Journal

- We have an elite membership to display all our listings in the globally searchable Real Estate section, including the European & Asian sites. 35 million+ monthly visitors. Featured on WSJ.com, Europe.wsj.com, Asia.wsj.com, India.wsj.com, Lat.wsj.com (Latin America), and Cn.wsj.com (Chinese, Japanese, Korean translation).

Mansion Global

- Part of Dow Jones, Mansion Global features listings over \$1 million with an audience of international property seekers. Listings are globally searchable and displayed in English, Chinese, and Spanish.

Step 13: Relocation Network Utilization

As a relocation agent, I leverage our relocation network to promote the home, exposing it to potential buyers relocating from other areas due to corporate moves.



Step 14: Email Blast to 20,000 California Agents

We send out targeted emails to 20,000 agents across California, ensuring immediate exposure and promotion of the property. This notification brings the home to the forefront of agents' minds, maximizing visibility and potential leads.

JUST LISTED!
555 Toota Court, Oceanside, CA 92058



Discover the perfect blend of comfort, style, and convenience in this exquisitely updated home, nestled at the end of a cul-de-sac. This property is not just a home; it's a retreat offering a sprawling yard that includes a luxurious built-in BBQ island, firepit, Swim Expert - AquaStream 17' Pool/spa and expansive grassy area for leisure and play, all set against the serene backdrop of rolling hills. As you step inside, you are greeted by the formal living and dining area, which leads you into the heart of this residence. The kitchen is equipped with a central island for seating, stainless steel appliances, and a daily dining area, just steps from the backyard, making it an ideal space for indoor-outdoor living and entertaining. Adjacent to the kitchen, the family room offers a spacious area for relaxation with stunning views of the beautifully landscaped backyard. A half bathroom completes the lower level. Upstairs, the primary suite boasts vaulted ceilings, a separate retreat perfect for hobbies or relaxation, an expansive walk-in closet, and an exquisite bathroom with dual vanities and a walk-in shower. A flexible loft space, three generously sized bedrooms, a well-appointed hall bathroom, and laundry complete the upper floor. Outdoors, you will find a large entertaining space with a BBQ island, firepit, fireplace, grassy area, lap swim pool, and fruit trees. Additional features include solid surface flooring throughout, fully owned solar panels with two Tesla batteries, a 3-car garage (with the third space thoughtfully converted into a home gym), AC and furnace Seer rated 20+ under a year old, storage sheds, and advanced smart home features, including Wi-Fi switches, security cameras, Nest thermostats, and AirThinks devices. Located a short drive from the beach, adjacent to a bike trail, with easy freeway access, close to restaurants, and the vibrant downtown area, this home offers the perfect balance between serene residential living and the convenience of urban amenities.

\$1,199,000 | MLS# 1061791526
Bedrooms: 4 | Bathrooms: 3
Sqft: 2,630 | Year Built: 2004

 **BHHS California Properties**
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www.TheCaroleDowningGroup.com

BERKSHIRE HATHAWAY HOMESERVICES | CALIFORNIA PROPERTIES

Step 15: Your Home Featured on Leading National Websites

Experience unparalleled visibility as your home is showcased on major national platforms such as Zillow, Redfin, and Realtor.com. Additionally, we ensure deployment of your listing across other prominent websites including Trulia, Homes.com, MLS (Multiple Listing Service) websites, HomeFinder.com, ApartmentList.com, Movoto, RealtyTrac, HomeSnap, Estately, and Auction.com.

Furthermore, your property will be prominently displayed on our own website, TheCaroleDowningGroup.com, as well as on the official website of Berkshire Hathaway HomeServices California Properties, bhhsocalifornia.com. This comprehensive approach ensures that your listing receives maximum exposure to potential buyers nationwide.

Click the images below

The collage displays five different real estate website interfaces:

- TheCaroleDowningGroup.com:** Shows a listing for a house at 555 Toota Court, Oceanside, CA 92058, priced at \$1,199,000. It includes a virtual tour button and a contact form for interested buyers.
- Berkshire Hathaway HomeServices California Properties:** Shows a similar listing for the same property, with contact information for Carole Downing and a "GET PRE-APPROVED" button.
- Trulia:** Features a large image of a family standing on the steps of a house, with a search bar for "North Bergen, NJ" and a "Discover a place you'll love to live" button.
- Redfin:** Shows a listing for a luxury home with a large deck overlooking a body of water, with a "Search with Redfin. Buy with a Redfin agent." button.
- Zillow:** Displays a listing for a house in a residential area, with a "Agents. Tours. Loans. Homes." button.

Discover Our Stellar Reputation: 5-Star Reviews

Explore firsthand what our clients have to say about their experiences with the Carole Downing Group. With a consistent 5-star rating, our track record speaks for itself. Don't just take our word for it—see why clients rave about our exceptional service and results.

Click the images for reviews



realtor.com®





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