

# LIST YOUR HOME WITH ME & RECIEVE THE MILLION-DOLLAR REAL ESTATE PHOTO TREATMENT

ROBERT KOTHE, LICENSED REAL ESTATE SALESPERSON



## ONE POINT OF CONTACT

Your Real Estate Salesperson is also a professional photographer and video producer.

## DIGITAL PREPARATION FOR HOME LISTING

The data will be digitally prepared for market off-site using more high-end tools including video tours.

## VIRTUAL SHOWINGS

Million-dollar treatment gives your buyers the best available views of your property with the least social contact.

## FULL SERVICE LISTING PACKAGE

Not only am I an experienced Realtor, but I also have 25 years of experience as a professional photographer, Video Producer, and a Website Developer.

In this "New Normal" it is re-assuring to know that the ONLY photography point of contact that enters or is around your home will be me, performing multiple marketing treatments.



## I WILL PERSONALLY DOCUMENT YOUR PROPERTY WITH MULTIPLE TOOLS INCLUDING:

- Professional photography with a high-quality DSLR camera
- 360° photography with 4K resolution 360° camera
- Full-motion video production with professional high-definition video camera
- Elevated outdoor photography with a 4K GoPro™ sports camera will be used where drones can't
- Manually and laser-guided measuring for floor plans

## ADVANCED PREPARATION AND PROCESSING:

From the cameras and measurements, the photos and videos will be color-corrected and processed with advanced graphics tools, editing, and rendering to create the results described below. These processes are more expensive and time-consuming. If you list with me, they will be included with your listing.

## SPECIFICALLY, THESE COMPLETED TREATMENTS INCLUDE:

- High definition listing photos
- Full-motion edited video tour (not just a photo slide show)
- Outdoor photos with 360° photo hotspots
- Elevated photos that look like quadcopter photos
- Indoor floorplans with 360° tour hotspots that link to a degree virtual photo
- metareal.com virtual tour with:
  - Floor plans
  - Realistic feeling virtual tour
  - "Dollhouse view"- The ability to rotate and preview all of the 360 photos together



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## ONCE COMPLETED, THESE TREATMENTS WILL BE USED FOR::



- Multiple Listing Service (MLS)
- Industry websites such as Realtor.com, Zillow, Trulia and dozens more
- Internal landing pages (A landing page is a dedicated page for the property that holds all of the property details in one place.)
- Website marketing and Social Networking advertising

## IN THE END, REAL ESTATE IS ABOUT PEOPLE

At the end of the day, the "new normal" is simply trying to recreate the tried and true old ways as closely as possible. People make Real Estate transactions work. Technology only helps the people work.

Using the latest digital technology conferencing tools, all parties in the transaction will have the best available communications about the transaction with the least possible contact.

Our partners are comfortable with virtual meetings, digital signings, and other tools needed to keep everyone safe while moving the sale of your home forward.



## THE FUNDAMENTALS HAVE NOT CHANGED:

Overall, completing a Real Estate transaction where the sellers and buyers are happy is important. Your tech-savvy Real Estate and marketing team will help you across the finish line.

**For more information go to [RobertKothe.com](http://RobertKothe.com)**

## ROBERT KOTHE

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# SIGNATURE

PREMIER PROPERTIES



signaturepremier.com