



real

Marketing Plan

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HolliSellsHomes.NET



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Holli Sells Homes



In this portfolio, you'll find a collection of my marketing strategies, background, strengths, and how I show up for my community. While I'll touch on marketing here, you'll also get a clear picture of the approach I take and the results I aim to deliver for every client I serve.



I take this business seriously—because I know it matters. Real estate isn't just a job for me; it's a full-time career and a calling. I'm deeply committed to helping you navigate one of the biggest financial and emotional decisions of your life with clarity and confidence. My goal is for you to walk away not only feeling supported, but knowing you've found your go-to real estate professional for life.



While many agents are overwhelmed by the pace of technology, I stay on top of the trends, sharpen my skills regularly, and use innovative tools to give my clients every possible advantage. I run my business like a business—not a side hustle—and bring 100% to the table, every time.

If you're looking for someone you can trust to guide you, protect your interests, and bring the highest level of service to the sale of your home, I'd be honored to help. Selling your home is one of the most significant investments you'll ever make, and I'll be with you every step of the way—making the process as seamless and stress-free as possible.



Thanks for considering me. I'm excited to connect and help you find your place.

– Holli Cobb

Holli Sells Homes

Remember, that's Holli with an "i."

Holli Cobb – Real Estate with Heart, Strategy, & Results

With 30+ years of combined experience in healthcare and real estate, I bring a powerful mix of compassion, quick thinking, and strategy to the home selling process. My background as a paramedic and emergency room nurse taught me to communicate clearly, stay calm under pressure, and solve problems effectively. Combined with my MBA, these skills now help my clients achieve smooth, successful real estate experiences.

Those same traits that helped save lives now help people build them—through real estate. Whether you're downsizing, relocating, or moving on to your next chapter, I approach every listing with clarity, care, and proven results.

As a longtime investor, I've owned and managed short-term, mid-term, and long-term rentals, completed home renovations, and used creative financing and marketing strategies to maximize property value. I bring that real-world knowledge to your sale—every step of the way.

You'll also see a German Shepherd in my branding—that's Shep, my mascot. She's not a real pup, but she symbolizes loyalty, intelligence, and trust—values I bring to every client relationship. If it earns Shep's stamp of approval, it meets my standards.

I'm here to help you move forward with confidence and peace of mind. Let's find your next place—together.

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Getting Your Home Prepped & Ready to Hit the Market

Creating the Marketing Hype for Your Home:

I make sure your home is fully prepped and presented in a way that creates excitement and gets buyers talking. The more we do before hitting the market, the better chance we have of getting you top dollar—and avoiding surprises during escrow. Addressing potential issues early on protects your bottom line and keeps things moving smoothly.

I've built a trusted network of reliable specialists, tradespeople, and contractors who are ready to help (any work needed is at your direction and expense). Whether it's a quick fix or a full prep plan, I'll help you organize and streamline the process so it feels as seamless as possible.

You'll also receive a staging consultation to make sure your home looks its absolute best. This step alone often leads to more offers, stronger terms, and a better sales price.

Need something specific? Just ask. I can connect you with pros for staging, window cleaning, gardening, painting, landscaping, handyman work, electrical, home inspections, appraisals—you name it. I've got the resources, and I'm here to help.

I don't just go the extra mile—I build a whole new road if that's what it takes to get you top dollar. What I offer isn't your average real estate service... it's a whole different level. That's what sets me apart.

Holli Sells Homes
Comprehensive
Marketing Plan



Client Care & Communication



Stay In the Know Every Step of the Way

Selling your home isn't a mystery — at least not with me. While I'm hustling behind the scenes to get your home sold fast and for top dollar, I make it a priority to keep you informed, involved, and empowered. Here's what you can count on:



Twice-Weekly Progress Reports

I'll deliver a clear and concise update twice a week on how our marketing is performing — what's working, what we're tweaking, and how much buzz your home is getting.



Market Pulse Updates

You'll get the inside scoop on mortgage rate shifts, sales trends, neighborhood comps, and absorption rates — all the stuff that could impact your home's value or buyer interest. No surprises here.



Share-Worthy Marketing Tools

Want to rally your network? I'll send you beautifully designed, ready-to-share graphics and posts for your social media and neighborhood circle. Facebook, Instagram, LinkedIn — we've got it covered.



Client Care & Communication



I Am Your Partner, Every Step of the Way
You're not doing this alone. I'll be right by your side—working hard to get you the best possible price in a timeframe that works for your goals.

And here's my straight-up promise to you:



If you're not completely satisfied, you can cancel anytime. No pressure. No guilt trips. Just honest, hardworking service — the way it should be.

As your trusted guide, I'll bring real experience, sharp strategy, and zero fluff. I'm here to help you make smart moves, avoid costly pitfalls, and showcase your home in a way that truly grabs attention — because let's be real, first impressions are everything.



Client Care & Communication

I'll be your partner as we work together to get you the best price and terms in a timely fashion. I am confident I can earn your trust and loyalty.

You are free to cancel at ANY time, if you aren't 100% satisfied with my work.

Here's what you can expect when you list your home with me:

- 360 Degree Picture Virtual Walkthrough of your home.
- Floor plans and measurements inside and out.
- In-depth analysis and expert advice on pricing strategy for optimal results.
- Free consultation & Basic staging with Professional Home Designer.
- Professional staging services are needed to attract buyers. (Optional full staging available for an extra charge.)
- Free Digital Marketing Specialist to maximize your online presence.
- Checklist of recommended changes to your home to ensure optimal pricing.
- List of reputable vendors for any work required.
- Meeting with Marketing Specialist to identify your home's upgrades and features that you, as the homeowner find important.
- Feedback request and delivery after each showing.

While I am marketing, I want you to be informed of the results. I will:

- Send a report on marketing efforts twice a week.
- Inform you of any market changes, mortgage rate fluctuations, etc that might affect the sale of your home.
- Provide marketing materials for you to share.

High-Quality Marketing Materials

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace.



Positing to Shine Recipe:

- **Professional Photography** - High-quality interior and exterior images that make your home shine online and in print.
- **HD Video Tour** - A beautifully produced 2-4 minute virtual walkthrough with a narrative, highlighting your home's best features.
- **Full Color Brochure** - A luxurious brochure that buyers can take home, filled with gorgeous images and key details.
- **Custom Property Website** - Includes everything buyers want to see:
 - Printable Brochures
 - Photo Gallery
 - Virtual Tour
 - Property Map
 - Detailed reports for out-of-town buyers (schools, amenities, community stats, etc)
 - Built-in Mortgage Calculator to help buyers understand what they can afford right away.
 - A Direct "Contact Me" button to make connecting easy
- **Premium Yard Sign** - Eye-catching, solar lit, featuring my signature "Holli Sells Homes" branding and a smart texting feature that sends buyers straight to your home's site.
- **Strategic SEO** - All marketing content is optimized by a digital marketing specialist to increase visibility online.
- **Mobile-Friendly Design** - Every marketing piece is mobile friendly because 91% of buyers are using phones to search

Tapping the Power of Social Media & the Internet

Social Media that Actually Sells Homes:

According to a recent report from the National Association of REALTORS (NAR), real estate activity on social media has slowed – not because it doesn't work, but because most agents simply don't know how to use it effectively.

That's where I shine:

Using a proven digital marketing strategy, we generate thousands of targeted views, clicks, and shares each month. Your home won't just be sitting on the MLS, it will be strategically placed in front of the right people.

Your listing will be showcased through:

- Facebook and Instagram targeted ads
- YouTube property spotlight videos
- Retargeting campaigns to stay top-of-mind
- Engaging reels, stories, and posts across multiple platforms
- Custom sharable content for you and your network to boost reach even more.



Strategic, Digital Marketing that Gets Results

Your home isn't just "listed". It's LAUNCHED with a pre-planned digital strategy designed to reach the right buyers, in the right place, at the right time – which is long before it ever hits the open market.

Here's How I Do It:

Hype Before it Hits the Market:

- **"Coming Soon" Campaign** to build excitement with active buyers already searching.
- **Virtual Tour** uploaded to my YouTube channel, fully SEO-optimized to boost visibility
- **Targeted Paid Ads** featuring your home's video tour – generating tens of thousands of views, comments, shares, and saves.
- **Smart, Strategic Advertising**
 - Custom cookies built into my marketing funnels to retarget engaged viewers
 - Weekly Facebook & Instagram ad campaigns, reaching local and out-of-area buyers.

Maximum Online Exposure

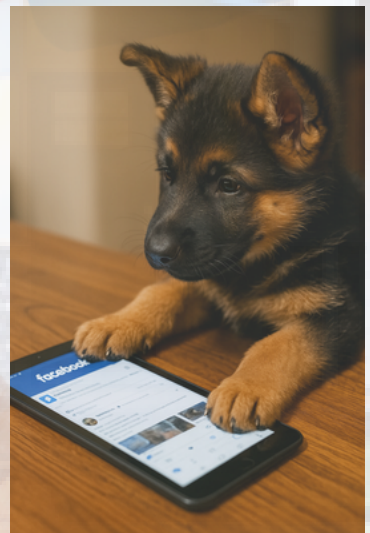
- Syndicated across Zillow, Trulia, Realtor.com, YouTube, and Facebook
- Paid listing enhancements to push your home to the top of the search results.
- Custom postings on top real estate platforms – better than basic MLS blurbs

Performance-Driven Adjustments

- Constant tracking and analysis of web traffic data to optimize campaigns
- Instant follow-up to inquiries – via phone, email, or video message – to turn curiosity into action
- Retargeting buyers who've interacted with similar properties to bring them straight to your listing.

Showcased on HolliSellsHomes.net

- Beautifully written, SEO-friendly listing
- Full virtual tour, professional photos, and sharable links, ready to go



Engaging the Real Estate Community

Here's how I actively promote your home beyond just a sign in the yard:

- **Cooperate with ALL Brokerages:** I work with all real estate companies across Oregon through multiple MLS platforms, ensuring your home gets maximum exposure.
- **E-Flyers with Smart Barcodes:** Sent to local and out-of-area agents, each flyer includes a barcode that links directly to your home's custom website for instant access.
- **Tap Into Lender Networks:** I reach out to trusted lenders for potential buyer matches within their pipeline.
- **"Just Listed" email blasts:** – Eye-catching emails with direct links to your home's website go out to a wide agent network as soon as your property hits the market.
- **Broadcast Price Reductions:** any changes in pricing are announced to my network of real estate professionals to spark renewed interest.
- **Targeted Outreach to Buyer Leads** – I share your home's details with internal buyer agents and contacts
- **Personalized Feedback Requests:** After showings, I follow up with agents to gather feedback and pass that on to you.
- **Reverse Prospecting:** Using MLS tools, I identify agents currently working with buyers who may be a match for your home and reach out directly.

Know the Key Steps to Selling a Home



Pre-Listing Discussion

- Evaluate and determine your needs and priorities
- Confirm that all decision-makers are on title and agreeable
- Review agency choices and select appropriate working relationships
- Discuss home improvements and recommendations (repairs/ staging)
- A detailed discussion of "What to Expect" and timelines of events
- Confirm tax roll matches the specification of your home
- Provide a copy of the key
- Register lock box on MLS

Devise and Execute Marketing Plan

- Discuss marketing plan
- Establish pricing strategy
- Place yard sign and marketing on property
- Evaluate property demographics to help determine pricing strategy
- Monitor and evaluate results of marketing actives
- Revise marketing plan and pricing strategy as necessary
- Major Digital Marketing Strategies

Communicate constantly to make sure timeframes and expectations are exceeded!

The Selling Process

- Review, compare, and contrast the terms of all offers
- Explain the pros and cons of all offers
- Call lender and buyer's agent to verify qualification and motivation of a buyer
- Confirm lender qualification is accurate and is fully Desktop Underwritten
- Confirm financing type will work for property
- Make sure the CEO date is realistic and works with the seller's needs
- Counter all offers to "Highest & Best"
- Verify Proof of Funds are sufficient for the buyer's down payment and closing costs
- Verify funds to pay the difference of appraised value if needed

Contract Accepted

- Open escrow, verify buyers earnest money
- Escrow instructions, order title report
- Review inspections and buyers "Wish List"
- Complete any needed repairs
- Confirm receipt of contingency removals, inform seller of receipt
- Send bi-weekly updates on the progress to closing to the seller
- Meet weekly to review the progress of closing
- Confirm docs have been drawn 10 days before COE
- Schedule a final walk through after docs have been signed by all parties
- Send notification of funding to all parties
- Send notification of recording
- Mark property sold in MLS
- Closeout file and send seller copy of all documents signed
- Confirm marketing materials, signs, and lockboxes are removed,

Traditional Marketing on Steroids

While I'm all about smart digital marketing and know how to get results online, I don't overlook the power of good old-fashioned strategy. Some traditional methods still work—and work well. So in your home's custom marketing plan, I also:

- I'll send out eye-catching mailers and email flyers about your home directly to my full database of active buyers and local contacts.
- I personally reach out to potential buyers—including past clients, friends, community leaders, and leads I've built relationships with—to spread the word.
- We'll send a glossy, full-color "Just Listed" postcard to 500–1,000 homes right in your neighborhood to generate buzz and drive more interest.
- I'll hand-deliver premium, 4-page brochures to your closest 100 neighbors with a "Pick Your Neighbor" letter attached—plus a text feature so they can share it fast.
- These brochures are beautiful, detailed, and designed to highlight everything that makes your home special.



Behind the Scenes

While all other promotions are happening, I am also working behind the scenes to make sure your home sells for the best price, terms and in a timely fashion – as smooth as possible.

I do this by:

- Immediately sending video responses to buyer leads that come in through email and text.
- Analyze and correct under-performing marketing campaigns, frequently.
- Price the property correctly the first time in order to get the attention it deserves.
- Research ownership and deed records to ensure there will be a clean title to sign over.
- Research your property's current land use, restrictions, and easements. If there are bonuses to owning your property, it is important to showcase them.

Once your home has an offer, I remain proactive to make sure the transaction closes smoothly by:

- Verification with agent and lender to ensure the buyer is properly qualified, ready, and able to purchase before accepting the offer.
- Bi-weekly communication about status and progress of sale.
- Text and email reminders about appointments and deadlines of escrow, seller disclosures, inspections, appraisal, signings, walk-throughs.

My Core Values

Uncompromised Integrity

Honesty and fairness, I will always do the right thing; people before things.

Commitment

I'm committed to working with my clients by always putting their needs first, making sure they feel heard, supported, and empowered every step of the way.

Innovation

I'm all about constant improvement and creativity. I celebrate the wins, but I never settle — I'm always striving for excellence and pushing forward.

Accountability

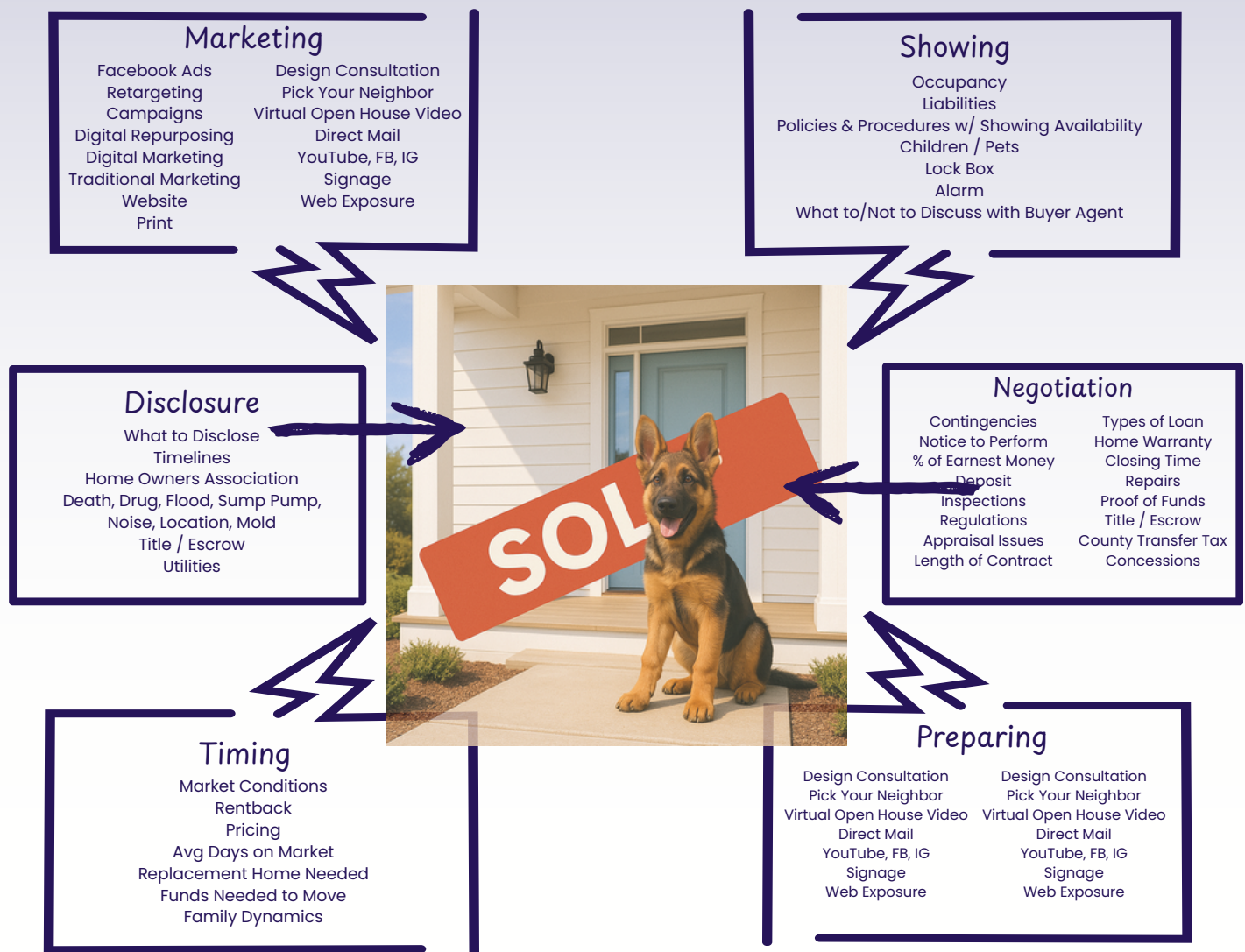
I hold myself to the highest standard — accountability isn't optional. I do what I say I'm going to do, and I make sure my clients can count on me every step of the way.

Value People

I deeply value the relationships I build with my clients — they're the heart of everything I do. I treat every client with genuine respect and dignity, just like a close friend.

Pricing and Selling Strategy

Before our listing appointment, I put together a thorough comparative market analysis just for you. I'll dive into recent active listings and sold properties that are similar to yours right in your neighborhood. This way, we can accurately determine your home's value and set you up for success from the very start.



Client Testimonials

“Holli is phenomenal! You won’t find a realtor who is more willing to go to bat for you when trying to sell or purchase a home. She’s organized, communicative, and prompt in every aspect of the process. She is a great resource for the Central Oregon community, and I can’t recommend her highly enough. No question is too small, and no task too big for this wonderful lady! Reach out, you won’t regret it.”

– Lisa & Cody

“Very helpful, has lots of great ideas to make our thoughts in to action! Direct, to the point, I really appreciate that. We’ve used her twice now, would recommend her again!”

– Amanda & Justin

“We couldn’t have asked for a better realtor. From start to finish, Holli put in the time, energy, and care to make sure we found exactly what we were looking for. She walked us through every step of the process—from negotiations to contracts—with honesty, professionalism, and an eye for detail. Thanks to her, we ended up with a home we love at a fair price. More than just a realtor, she felt like family. We’re incredibly grateful and would recommend her to anyone without hesitation.”

– Rebekka & Richard

“Our experience with Holli is unique!! My husband and I had been looking to buy a house for some time and struggled due to various factors. One of our friends shared an email that seemed like a golden moment for us. Holli had a house that needed some painting and other projects. She wanted to see if someone wanted to do the work while maybe living there. Here was something that could benefit both of us. My husband and I are very handy and were wanting to find a home we could work on together updating, renovating and restoring. When we first went over to meet Holli and see the house we were nervous due to prior experiences and let downs. But, we were quickly surprised at how comfortable and warm Holli made us feel with her and the home. She demonstrated paramount professionalism, responsiveness, kindness, and patience. She is a problem solver and a go getter!! She has a huge heart that you can tell she cares and wants to help!! We are happy to call them family friends!! If you have questions or are on the fence. Give her a call she will find your answers.”

– Tiffany & Curtis

About Us: Holli & Family

Holli moved to Oregon in 2014 with her loyal German Shepherd, Chance. In 2016, an opportunity to work in the ER at St. Charles brought her to Redmond, where she and Chance immediately felt at home—and they never looked back. Central Oregon quickly became their forever place.

In 2018, Holli met Dave, and together they embraced everything this beautiful region has to offer, from hiking and biking to kayaking and camping. They married in 2019. While Chance has since gained his wings, Holli and Dave now share their lives with two wonderful German Shepherds, Kiya and River, who keep them on their toes and bring endless joy.

Both Holli and Dave are experienced in real estate investment, owning multiple properties in the area. Dave also runs his own business, Cascade Custom Creations.

Holli's background as a nurse—and before that, as a paramedic—has been invaluable in her real estate career. Her ability to stay calm under pressure, think quickly, protect her clients' best interests, and meet critical deadlines translates seamlessly into every transaction. Paired with her natural empathy and nurturing spirit, Holli's approach ensures her clients feel cared for and confident from start to finish. It's the perfect blend of professionalism, heart, and unwavering dedication.

