

# A Joint Marketing Approach

Most real estate related searches start online. As such, a seller can play a major role in the marketing of their own home by leveraging their personal and professional social networks. Gone are the days where the listing agent controls all marketing speak and tactics. A home's marketing approach can now be a joint effort between the sellers and their listing agent.

Take for example 5GreenvalleyDrive.com, the listing URL for a 1922 farmhouse in Lafayette currently being sold by TubeMogul founder and former CEO Brett Wilson. While the home very much speaks for itself, the owner's willingness to promote the home through his own personal and professional social media channels has had a viral effect with comments and well wishers weighing in on the experience. Within the first three days of the live listing the URL accumulated over 40,000 views, well above the average views for a new home listing URL. While not all views are coming from qualified in market buyers, any additional awareness of the listing will prove valuable for the sales cycle.

Buying a home is a very personal and emotional decision for a buyer and a seller. There is real power in turning the marketing message into a heart felt summary of a house that has been lived in and experienced real life events. A Facebook or Instagram post from a seller can supplement traditional methods of street signage, local classifieds and a listing agent's social media posts. As

stated by marketing guru, Seth Godin, "Marketing is no longer about the stuff that you sell, but about the stories you tell". For a more comprehensive analysis please see our quarterly market update on our website at [MartinHomesTeam.com](http://MartinHomesTeam.com).



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HOMES

# COMPASS

## Lamorinda Home Sales recorded

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### MORAGA

- 545 Chalda Way, \$706,000, 3 Bdrms, 1322 SqFt, 1974 YrBlt, 4-16-18;  
Previous Sale: \$440,000, 12-23-04
- 125 Cypress Point Way, \$700,000, 2 Bdrms, 1442 SqFt, 1973 YrBlt, 4-16-18;  
Previous Sale: \$750,000, 04-07-06
- 363 Fernwood Drive, \$1,648,500, 4 Bdrms, 2849 SqFt, 1967 YrBlt, 4-17-18;  
Previous Sale: \$540,000, 06-04-96
- 491 Fernwood Drive, \$1,043,000, 4 Bdrms, 2184 SqFt, 1972 YrBlt, 4-24-18;  
Previous Sale: \$166,000, 08-02-78
- 1320 Larch Avenue, \$1,761,500, 5 Bdrms, 3404 SqFt, 1966 YrBlt, 4-26-18;  
Previous Sale: \$1,150,000, 08-30-02
- 9 Miramonte Drive, \$680,000, 3 Bdrms, 1248 SqFt, 1964 YrBlt, 4-12-18;  
Previous Sale: \$175,500, 07-29-94
- 651 Moraga Road #23, \$510,000, 2 Bdrms, 1144 SqFt, 1962 YrBlt, 4-24-18;  
Previous Sale: \$380,000, 08-13-04
- 651 Moraga Road #25, \$510,000, 2 Bdrms, 1144 SqFt, 1962 YrBlt, 4-16-18;  
Previous Sale: \$255,000, 02-15-02
- 478 Rheem Boulevard, \$685,000, 2 Bdrms, 1170 SqFt, 1974 YrBlt, 4-25-18;  
Previous Sale: \$390,000, 09-22-14
- 1116 Sanders Drive, \$1,335,000, 4 Bdrms, 1990 SqFt, 1961 YrBlt, 4-13-18;  
Previous Sale: \$347,000, 08-01-91

### ORINDA

- 201 Alice Lane, \$1,600,000, 3 Bdrms, 2345 SqFt, 1963 YrBlt, 4-16-18;  
Previous Sale: \$85,000, 02-28-75
- 25 Bear Ridge Road, \$1,685,000, 3 Bdrms, 2852 SqFt, 1964 YrBlt, 4-20-18;  
Previous Sale: \$1,466,500, 06-13-14
- 31 Bear Ridge Road, \$2,308,000, 4 Bdrms, 2604 SqFt, 1966 YrBlt, 4-16-18;  
Previous Sale: \$1,150,000, 07-16-09
- 20 Claremont Avenue, \$1,300,000, 3 Bdrms, 1798 SqFt, 1949 YrBlt, 4-19-18
- 3 Crane Court, \$1,880,000, 4 Bdrms, 2469 SqFt, 1950 YrBlt, 4-13-18;  
Previous Sale: \$1,430,000, 07-14-05
- 595 Dalewood Drive, \$2,075,000, 5 Bdrms, 4710 SqFt, 1993 YrBlt, 4-16-18;  
Previous Sale: \$1,530,000, 09-14-12
- 15 Dias Dorados, \$950,000, 3 Bdrms, 1817 SqFt, 1937 YrBlt, 4-19-18;  
Previous Sale: \$575,000, 02-16-00
- 5 Estabueno Drive, \$1,266,000, 3 Bdrms, 2325 SqFt, 1953 YrBlt, 4-11-18;  
Previous Sale: \$940,000, 09-07-12
- 64 Evergreen Drive, \$1,565,000, 3 Bdrms, 1922 SqFt, 1965 YrBlt, 4-23-18;  
Previous Sale: \$237,000, 07-15-80
- 231 Ivy Drive, \$1,595,000, 4 Bdrms, 2170 SqFt, 1954 YrBlt, 4-25-18;  
Previous Sale: \$1,550,000, 05-12-16
- 150 La Espiral, \$2,100,000, 4 Bdrms, 3327 SqFt, 1942 YrBlt, 4-13-18;  
Previous Sale: \$780,000, 11-26-14
- 27 La Noria, \$4,250,000, 7 Bdrms, 5009 SqFt, 1928 YrBlt, 4-16-18;  
Previous Sale: \$1,660,000, 10-05-98
- 12 Lost Valley Drive #A, \$1,250,000, 4 Bdrms, 3483 SqFt, 1981 YrBlt, 4-17-18;  
Previous Sale: \$1,665,000, 12-21-07
- 91 Scenic Drive, \$925,000, 4 Bdrms, 2445 SqFt, 1957 YrBlt, 4-19-18;  
Previous Sale: \$107,000, - -
- 21 Spring Road, \$882,000, 2 Bdrms, 1468 SqFt, 1929 YrBlt, 4-20-18;  
Previous Sale: \$545,000, 07-31-09

