GENSTONE
REALTY

How to Use the GenStone Marketing Plan for Owners

As a “pre-listing packet,” give the **GenStone Marketing Plan for Owners** to owners who consider putting their property on the market. There are three methods of delivery when first inspecting a property and establishing a business relationship as appropriate to the situation:

1. Use it as a PowerPoint presentation on a laptop or tablet to give a partial presentation before the full presentation at the next appointment.
2. Leave a printed copy (PDF) in a folder with your card and other helpful information for the owners.
3. Email the PDF attachment to the owners either before or after this first meeting.

You will want to personalize two of the beginning pages before presenting them in any format:

Page 1

- Replace the associate photo there with your image from your files.
- Add your name in the [Associate name] field. Then, in all text replacements, enter over the existing text to preserve the current font style, and delete the previous text.
- Go to “Save.”
- Before each listing appointment, change the [ADDRESS] and [Owner names] of the potential listing, plus change the property’s exterior photo.

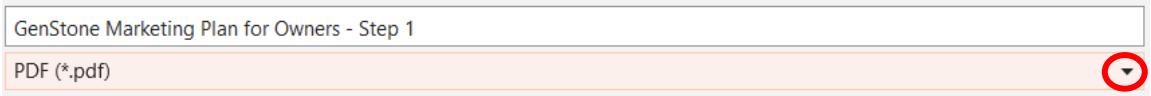
Page 3

- Replace [ASSOCIATE NAME] with your name.
- Change the picture to your photo.
- Enter a brief description of your abilities here, entering it over the letters to keep the same type font [Monserrat]. Then, adjust the size of the type font as needed.
- You may use the “About Me” section from your kvCORE website or use other material. Delete all instructions when completed.
- Go to “Save” the entire modified presentation.

[If you have modified page 3 previously in the Marketing Presentation PowerPoint, copy the small slide to the left and paste it for page 3 in this plan.]

To create a printable PDF from the PowerPoint, follow these steps:

- Open the PowerPoint, select “File” > “Save As.”



- Click the down arrow to the right to reveal the dropdown menu and select “PDF (*pdf)” and “Save.”
- This action creates continuous “photos” of the slides to save for emailing or printing to give owners a paper copy.