

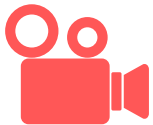
LIGHTS. CAMERA. LISTING!



SET THE SCENE

When selling a home, there is a small window of opportunity to generate an emotional connection with the largest pool of buyers. At UPSIDE, we will position your property for maximum impact!

- Freshen up curb appeal.
- Tone down colors.
- Declutter and stage for success.
- Set price in the optimal target zone.



ROLL THE CAMERA

Every home has a story to tell, and the job of a real estate agent is to present your property in the most compelling way. At UPSIDE, we make visual storytelling a cornerstone of our marketing program!

- Capture the images.
- Craft the narrative.
- Produce the video.



SHOW THE WORLD

Florida home buyers come from all corners of the world, so it is imperative to market your property on a global scale. At UPSIDE, we take this to another level by leveraging partnerships with the most powerful platforms!

- Optimize the unique property website.
- Launch the listing on MLS and UpsideHomesForSale.com.
- Syndicate to 100s of real estate websites like Zillow and Realtor.com.
- Cross promote on 1000s of participating broker websites.
- Feature the video on YouTube.
- Amplify through social media.

