

MARKETING PLAN

A Strategic Approach to Selling Your Home

- Professional Photography
- Video & 360° Tours
- Digital & Print Advertising
- Detailed Floor Plans
- Social Media Campaigns
- Open House Strategy

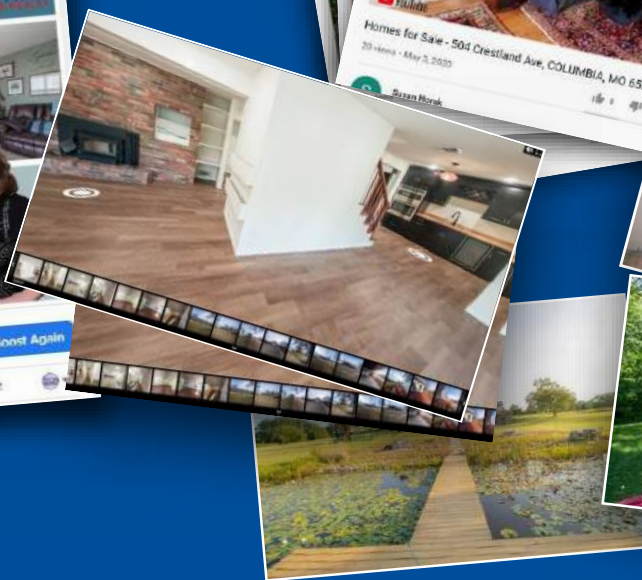
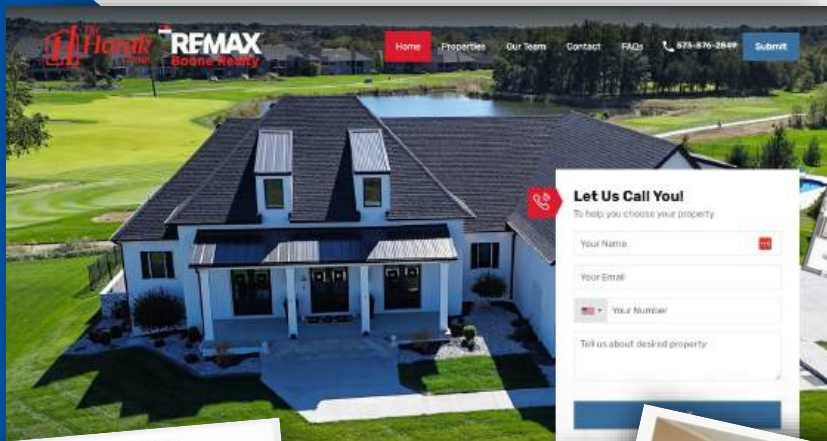


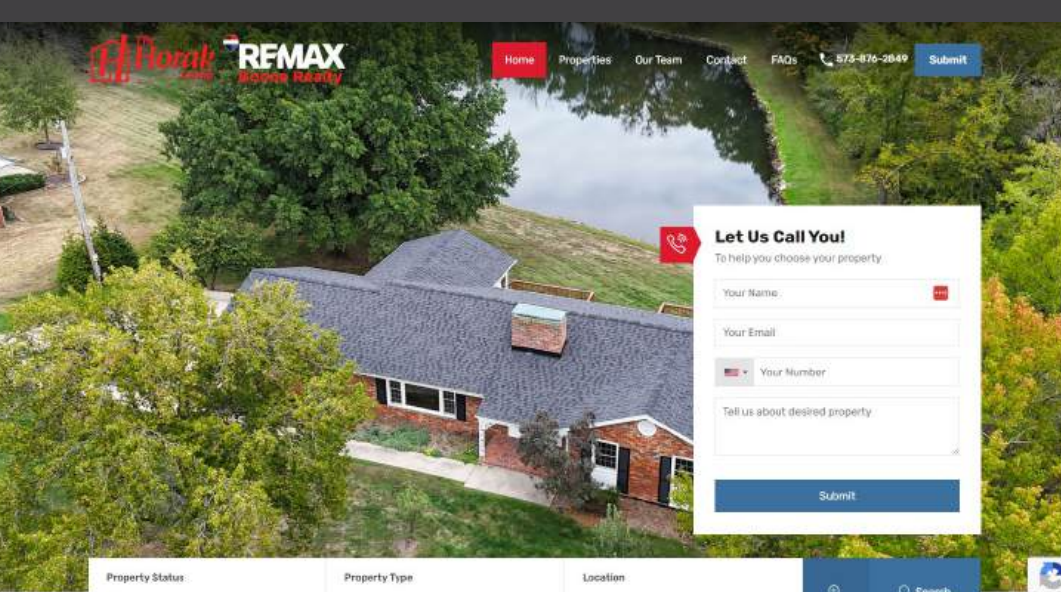
Today's real estate market demands more than just a sign in the yard.

Modern buyers expect a complete digital experience — professional photography, high-definition video, detailed floor plans, immersive 360° tours, a powerful website presence, and strategic advertising across multiple platforms.

The Horak Group Delivers!

We provide everything necessary to position your home competitively, attract serious buyers, and maximize its value in today's market.





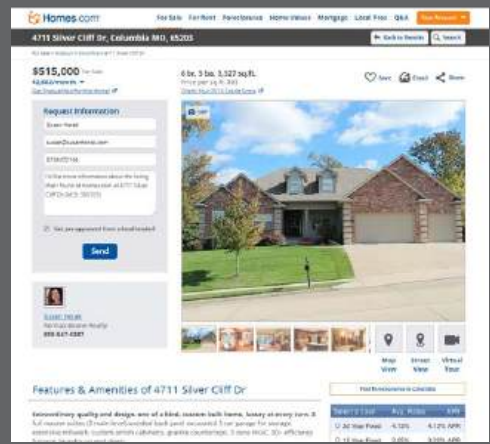
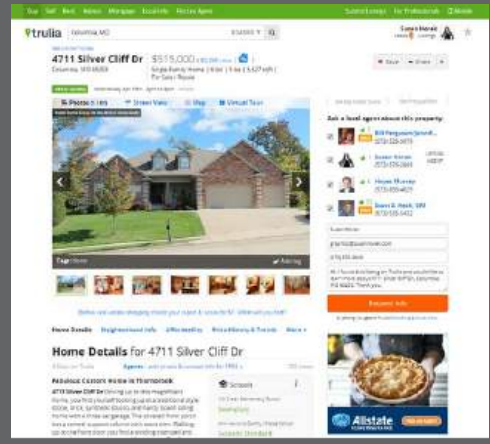
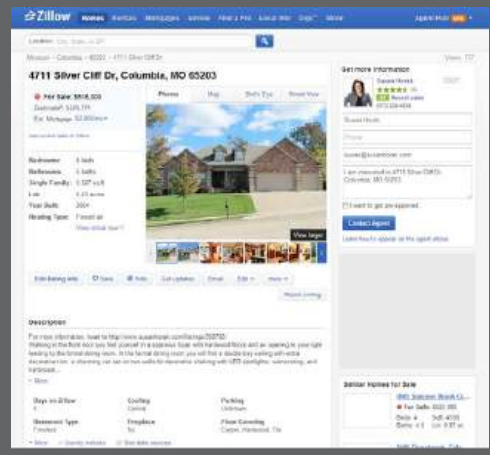
Property Status: Any | Property Type: All Types | Location: All Locations | Search

Properties For Sale



The National Association of Realtors reports that over 90% of buyers begin their home search online.

That means your home's first showing happens on a screen — not at the front door. Susan and Molly ensure your home is promoted across 20+ major real estate websites, search engines, and social platforms to maximize visibility and reach.



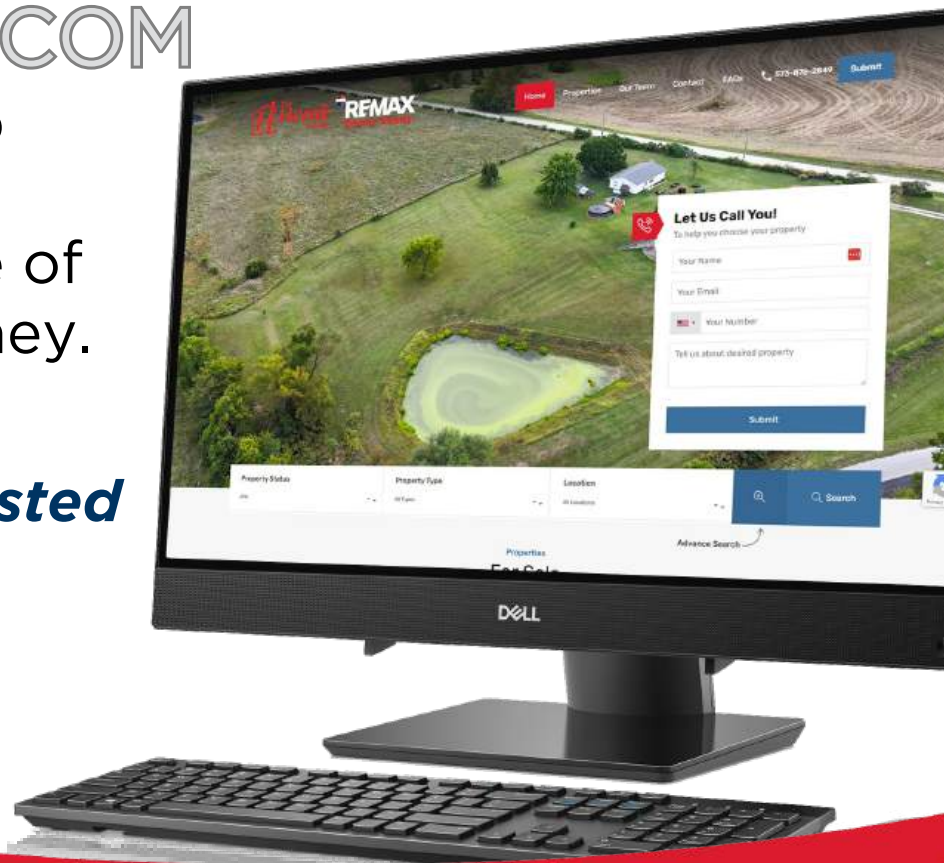
Your home is featured on:

- 📍 Google
- 📍 Zillow
- 📍 Homes.com
- 📍 Facebook
- 📍 Yahoo
- 📍 Trulia
- 📍 BooneRealty.com
- 📍 YouTube
- 📍 Bing
- 📍 Realtor.com
- 📍 Instagram
- 📍 X (formerly Twitter)
- 📍 And more

SUSANHORAK.COM

a dynamic online hub designed to support clients at every stage of their real estate journey.

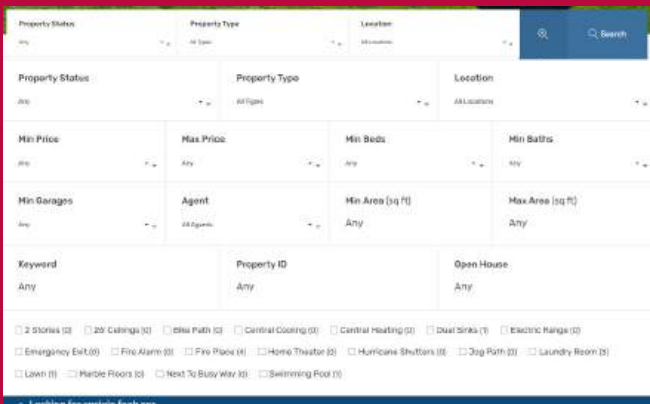
Your home isn't just listed — it's showcased.



Advanced sort and filter controls let users browse Susan's listings the way they want.

Fully integrated with google maps on the main page, with custom location markers.

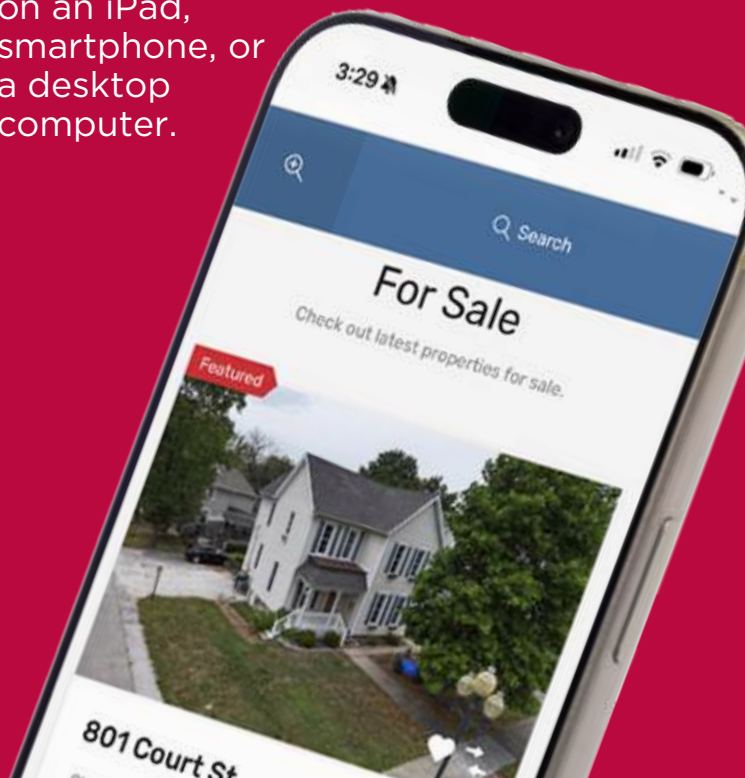
Susan's website is mobile friendly! Find exactly what you're looking for, whether browsing on an iPad, smartphone, or a desktop computer.



New featured listing each time the page is loaded.

Intuitive page navigation and layout allows users to easily access all of Susan's content.

As homes cycle through the homepage slider, buyers can instantly connect with our team for more details.



QR Codes

Every listing includes a custom QR code that instantly directs buyers to your home's dedicated webpage. With a quick scan, potential buyers can access photos, videos, floor plans, and full property details on the spot.



Once you have the appropriate application, just point, scan, and sit back as your phone or tablet directs you to your home's page on [www.susanhorak.com!](http://www.susanhorak.com)



For phones running iOS, we recommend the "Scan" app.



For phones running Android OS, we recommend the "QR droid" app.

SocialMedia

When The Horak Group lists your home, our in-house creative team develops custom marketing designed specifically for today's digital-first buyers. Every property receives thoughtfully crafted visuals and messaging tailored to stand out in a competitive online marketplace.

We maintain an active and strategic presence across Instagram, Facebook, YouTube, Issuu (interactive brochures), and Kuula (immersive 360° tours). Each platform serves a distinct purpose — from capturing attention with compelling social promotions to delivering in-depth, interactive experiences that allow buyers to explore your home from anywhere.

The result is intentional, multi-channel exposure designed to maximize visibility, drive engagement, and generate strong results.

Follow Susan and Molly just about everywhere!



Ongoing Promotion

Consistent Social Posting

Marketing doesn't stop after launch. We continually promote your home across social media to maintain visibility and engagement throughout the listing period.

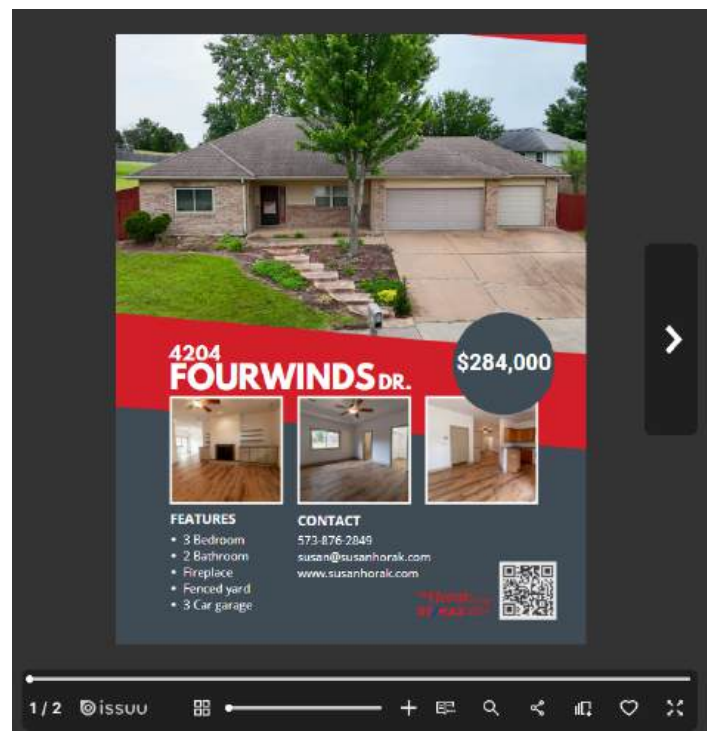


Boosted Advertising

We strategically invest in boosted posts and targeted ads to expand your home's reach beyond organic audiences — ensuring it appears in front of qualified buyers.

Online Publications

Every listing brochure is published digitally through Issuu, allowing buyers to easily view and share your property details anywhere, anytime.





FloorPlans

Every listing includes a professionally measured floor plan. Our in-house graphics team carefully measures and verifies square footage, accounting for additions or layout variations to ensure accuracy.

Floor plans:

- Help buyers understand flow and layout
- Allow them to visualize furniture placement
- Create confidence before scheduling a showing
- Attract more serious, informed buyers

This added detail elevates your home above competing listings.

Brochures

Our in-house designers create high-quality, full-color brochures for every listing to ensure each property is presented at its very best. Every brochure includes professional photography, detailed floor plans, complete property specifications, comprehensive feature descriptions, and room-by-room highlights that showcase what makes the home unique. These brochures are available in print at the home, as downloadable PDFs, and in digitally shareable formats for easy distribution via email and social platforms.

The Horak Group RE/MAX BOONE REALTY
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Circle of Legends
RE/MAX Diamond Award Winner
Molly Horak, Broker, ABR, GREEN

Each office independently owned and operated.

The Fine Print: All measurements contained in this flyer are estimates. The information contained herein is furnished by the owner to the best of her or his knowledge, but is subject to verification by the purchaser, and agent assumes no responsibility for correctness thereof. The sale offering is made subject to errors, omissions, change of price, prior sale, or withdrawn without notice. In accordance with the law, this property is offered without respect to race, color, creed, religion, sex, familial status, disability, ancestry and sexual orientation.

DIRECTIONS: Hwy 54 E to OO/AA Exit in Holts Summit. Take Right onto E Simon Blvd, then left onto Outer Road. Take Right on State Rd AA, home will be on the Left.



3045 STATE RD. AA
Holts Summit, MO 65043

Discover peaceful country living in 7+ acres, complete with a stocked pond, 5+ way ranch home, and room to raise livestock. Modern finishes, and hobby furniture. A private retreat just minutes from town - bring your coffee, your fishing pole, and your dreams.

\$449,900

PROPERTY FEATURES

- 7.99 Acres
- 5 Bedrooms
- 2 Bathroom
- 1514 sq. ft.

susanhorak.com | 573.876.2849 | molly@susanhorak.com

High Quality, Professional Color Brochures Loaded With Photos, Details, and Floorplans

Whether picked up in person or viewed online, brochures remain one of the most powerful first-impression tools in real estate.

**Designed In-House.
Customized for Every Listing.**

Branding

QR Code

Front Photo

Price

The Horak Group
RE/MAX BOONE REALTY

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DIRECTIONS: FROM ROUTE K, TURN SOUTH ONTO HILL CREEK.

6700 S. HILL CREEK RD.

PRIVATE OASIS ON 1.5 ACRES - A TRULY ONE-OF-A-KIND RETREAT IN SOUTHWEST COLUMBIA

Experience nearly 5,000 sq ft of luxury surrounded by nature, featuring a gourmet kitchen, sunroom, media room, and a stunning outdoor retreat with patio, swim spa, waterfalls, and more.

PROPERTY FEATURES

- 5 Bedroom
- 4.5 Bathroom
- 4 Car Garage
- Walk Out Basement
- 3 Decks
- 4800 Sqft.

SUSAN HORAK
Real Estate Agent
573.864.0160

Directions

Address

Basic Info

Ad Copy

Floorplan

Inside, the open layout is built for both entertaining and everyday comfort. Highlights include:

- A gourmet kitchen with gas cooktop, granite counters, wood cabinetry, island, and butcher's panel
- Sunroom dining area with custom built-ins and panoramic views
- Spacious living/media room with wet bar
- Main-level primary suite with gas fireplace, private deck access, and an exceptional custom bath with oversized jetted tub, walk-in shower, and a huge dressing room/closet

Additional features:

- 4-car garage, paved drive
- Main-level laundry with utility sink
- Lower-level family room and wet bar
- Skylights, multiple fireplaces, security system, radon mitigation, and in-ground sprinklers
- Zoned Rock Bridge High School

With its secluded setting, high-end upgrades, and truly resort-style amenities, this home offers a lifestyle that's hard to find anywhere else in Columbia. Whether you're looking for peace and quiet or a place to entertain, 6700 S Hill Creek Rd is the perfect escape.

3093 MAIN SQFT.

1085 UPPER SQFT.

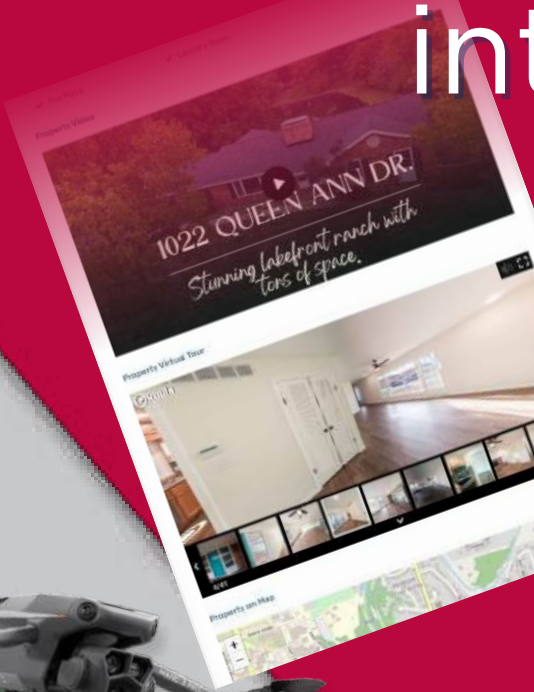
706 LOWER SQFT.

4884 TOTAL SQFT.

Sqft.

Interior Photos

Videos about your home all across the internet!



Video creates an emotional connection with buyers, which is why we produce professional listing videos for every property and distribute them across major real estate marketing platforms, including FlexMLS, YouTube, SusanHorak.com, and our social media channels.

Video allows buyers to experience the home before ever stepping inside, increasing engagement, generating stronger interest, and attracting more serious inquiries.

Professional Photography

High-quality photography is non-negotiable, and our dedicated in-house photographer ensures proper lighting, strategic angles, professional editing, and a strong online presentation so that your home looks its absolute best across every platform.



Immersive 360° Virtual Tours

In addition, we utilize Kuula to provide immersive 360° virtual tours for every listing. This technology allows buyers to experience the home in a true walk-through format — exploring each room, viewing angles, and getting a genuine sense of the space — all from the comfort of their own home. Virtual tours not only expand your property's reach to out-of-town buyers, but they also generate more serious, qualified interest before a showing is ever scheduled.



Hot Spots

Click the Hot Spots and move through the home!



OpenHouse

While digital marketing drives today's market, open houses still play an important role. If desired, your home will be placed on a rotating open house schedule approximately every three weeks to capture additional buyer traffic and exposure. We leave no opportunity unexplored.



Susan and Molly combine decades of real estate experience with cutting-edge marketing strategy.

You're not just hiring someone to list your home.

You're hiring a team that knows how to position it, promote it, and sell it.

You're looking for The Horak Group



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