

MARKETING PLAN



Kevin Freel - Real Estate

CALL

(727) 410-8599

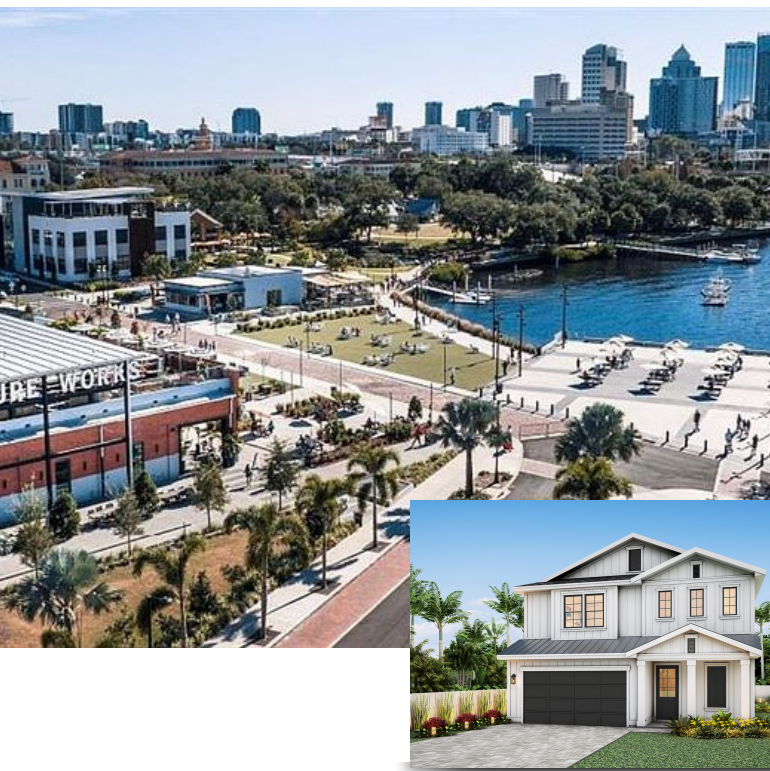
EMAIL

KevinFreel@c21be.com

MARKETING PLAN

Kevin Freel 38 Years of Experience

Working 7 days a week for my clients.
Get the extra effort you deserve from a Realtor



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Organizing and categorizing Kevin Freel's marketing plan for real estate listings provides a clear and structured overview of the comprehensive strategies employed to ensure maximum exposure for your property. Here's how the plan can be categorized for better understanding:

Digital Marketing Strategies

MLS Listings: Input property information into the MLS Realtor database, including elevation, floor plan, specs, and survey.
Online Listings: Post on Century 21, Century 21 Beggins, Realtor.com, Zillow, and Trulia websites.

Social Media Promotion: Upload videos and property details to Zillow, Facebook, YouTube, Instagram, TikTok, X (Twitter), Google Ads, and LinkedIn.

- Feature property on all of Kevin Freel's social media accounts, including two Instagram accounts (Kevinsellstampabay), LinkedIn, a YouTube Channel, TikTok, Google Ads, and two Facebook pages.

Professional Photography and

Videography: Up to 100 photos in the MLS Realtor database, professional photography plus drone shots, with updates as needed.

Email Marketing: Email blast to thousands of Realtors in Hillsborough & Pinellas. Over 5,500 Realtors receive a color brochure with multiple pics of the home.

Direct Outreach

- Realtor Engagement: Call and email over 25 top Realtors who specialize in selling similar types of homes.
- Neighborhood Awareness: "Just Listed" color jumbo postcard/mailed distributed to the neighborhood.

Physical Marketing Efforts

- Broker's Open Houses: Home will be posted for Wednesday Broker's Open up to 3 times, if necessary.
- Office Caravan: The office team will caravan the home to become familiar with the property.
- Monthly Open Houses: Property featured on office wall/postings at C-21 Beggins Monthly Open Houses until under contract.

Continuous Communication and Updates

- Weekly Email Updates: Receive weekly updates on showings and open houses.

Kevin Freel's Professional Commitment

- Experience: Kevin Freel brings 37 years of experience to the table.
- Availability: Working 7 days a week for clients to provide the extra effort deserved.

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This organized approach showcases Kevin Freel's thorough and dedicated marketing plan, designed to capture the attention of potential buyers through various channels and ensure the property receives widespread visibility.

TESTIMONIALS



Referrals, repeat clients, and 5-stars!

”

1/6

Kevin knows the Tampa area very well and he is outstanding!




Nico Rojas

On behalf of Kevin Freel
CENTURY 21 LIST with BEGGINS
<http://www.realsatisfied.com/Kevin-Freel>

”

I would recommend Kevin to anyone wanting to sell their home quickly and efficiently.



Hyde Park Seller


On behalf of Kevin Freel
CENTURY 21 LIST with BEGGINS
<http://www.realsatisfied.com/Kevin-Freel>

“

Kevin Freel was awesome and a pleasure to work with. Would recommend him to all my family and friends.

Lori Kennedy

”

Verified by  RealSatisfied

”

Kevin has a way that puts you at ease when things are 'hitting a little bump in the road' he would take the time to assure you that it would work out and explain any answers to questions and problems that might arise. You will feel more confident navigating through your buying or selling real estate with Kevin Freel!



Lisa Raptis Tampa, Florida

On behalf of Kevin Freel
CENTURY 21 LIST with BEGGINS
<http://www.realsatisfied.com/Kevin-Freel>



TESTIMONIALS

“
We have worked with Kevin before and came back to him because with felt we could trust him and he knew our needs. We would recommend him 100% to anyone buying or selling a home.

Kevin was there for us when we had questions or concerns about the home we purchased.



Noel Kelly, Tampa, Fla.

On behalf of Kevin Freel
CENTURY 21 LIST with BEGGINS
<http://www.realsatisfied.com/Kevin-Freel>

“
Kevin Freel immediately had our trust. He walked us through the process made it easy.



richard savitt Dunedin

On behalf of Kevin Freel
CENTURY 21 LIST with BEGGINS
<http://www.realsatisfied.com/Kevin-Freel>

“
Kevin executed at the highest level from start to finish.

It's too bad all perspective clientele aren't aware of how thorough and responsible Kevin is throughout the entire process, he'd be the number #1 agent in Tampa.



Reggie Golembeski, Tampa Fl

On behalf of Kevin Freel
CENTURY 21 LIST with BEGGINS
<http://www.realsatisfied.com/Kevin-Freel>



“
Came to first meeting prepared with comps for the neighborhood. Impressed by that.

Considered selling without an agent, but Kevin proved to be well worth the commission.



Wendy, Tampa

On behalf of Kevin Freel
CENTURY 21 LIST with BEGGINS
<http://www.realsatisfied.com/Kevin-Freel>



“
Kevin Freel is a top notch real estate agent! He takes the time to understand your real estate needs. Kevin is very knowledgeable and always available, making the whole process that much more comfortable. I'd highly recommend Kevin for all your real estate needs.



Adam, Tampa

On behalf of Kevin Freel
CENTURY 21 LIST with BEGGINS
<http://www.realsatisfied.com/Kevin-Freel>

“
Kevin knows how to sell south Tampa! He knows the market and gave me the confidence that our place would sell.



David R, South Tampa

On behalf of Kevin Freel
CENTURY 21 LIST with BEGGINS
<http://www.realsatisfied.com/Kevin-Freel>

KEVINFREEL.COM

TESTIMONIALS



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Wendy, Tampa

On behalf of Kevin Freel
CENTURY 21 LIST with BEGGINS
<http://www.realsatisfied.com/Kevin-Freel>

Kevin is very personable and has terrific knowledge of the market, aside from being a workhorse when it comes to Open Houses and social media.



Russ Versaggi

On behalf of Kevin Freel
CENTURY 21 LIST with BEGGINS
<http://www.realsatisfied.com/Kevin-Freel>

Kevin knows how to sell south Tampa! He knows the market and gave me the confidence that our place would sell.



David R, South Tampa

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Adam, Tampa

On behalf of Kevin Freel
CENTURY 21 LIST with BEGGINS
<http://www.realsatisfied.com/Kevin-Freel>

We met Kevin Freel at an open house and appreciated his calm/relaxed demeanor and felt he would be a good fit for us. Kevin did everything we asked of him and more throughout the entire process. Would highly recommend him to anyone purchasing a home in the greater Tampa Bay area.



Mat Hebert, Tampa

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CENTURY 21 LIST with BEGGINS
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Award Winning Real Estate Agent

KEVINFREEL.COM

Congratulations to Our
**MASTERSDIAMOND
AWARDWINNERS**

For CENTURY 21 sales associates to achieve the Masters Diamond Award Level, they must close at least \$5,566,000 in sales volume production or close at least 48 units in the given year.



KEVIN FREEL
South Tampa



JOE ELETTO
Apollo Beach

SMARTER. BOLDER. FASTER.

More Hardware..



With over 1,050 homes, condos, bungalows, townhomes, and investment properties sold in and around Tampa Bay, I know the Tampa Bay market better than most Realtors.



HOW TO WORK WITH KEVIN

Set Up An Appointment

CALL (727) 410-8599

EMAIL KevinFreel@c21be.com

FOLLOW KEVIN

