

MARKETING PLAN

YOUR SUCCESS ELEVATED.

THE GETTINGS GROUP REAL ESTATE TEAM

LPT REALTY



GETTINGSGROUP.COM

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THE GETTINGS GROUP

EXPERIENCE THE DIFFERENCE.

YOUR PATH TO EXTRAORDINARY LIVING STARTS HERE

As we navigate a world of constant change—from technological innovation reshaping how we connect, to shifting market dynamics redefining how we live and invest—one truth remains timeless: the importance of home. Whether it's your first home, a vacation retreat, an investment property, or the forever home where your memories will be made, the spaces we call home are as dynamic as the lives we lead.

At The Gettings Group, we understand that your needs evolve, and so must we. That's why we continually refine the way we serve our clients, blending experience with innovation to create an approach that meets you where you are—and takes you where you want to go. Our passion is rooted in making real estate simple, accessible, and extraordinary, whether you're buying, selling, or investing along the stunning Emerald Coast.

Today, we're proud to introduce the next chapter in our mission to redefine real estate: **The Concierge Real Estate Experience**. It's more than a service—it's a partnership designed to make every step of your journey seamless, informed, and inspired. This all-inclusive approach connects you with expert agents, trusted partners, and tailored solutions, ensuring your experience is as unique as your goals.

We've reimaged traditional real estate to remove complexity and elevate your expectations. From strategic insights to personalized guidance, we take care of every detail, so you can focus on what matters most—creating a life that feels extraordinary.

Whether you're dreaming of white sand beaches, planning your next big move, or expanding your investment portfolio, The Gettings Group is here to guide you. With us, your vision becomes reality.

Let's make your next chapter unforgettable.

A handwritten signature in black ink that reads "Josh Gettings". The script is fluid and cursive, with the first letters of "Josh" and "Gettings" being capitalized and prominent.

Josh Gettings
Founding Partner, The Gettings Group Real Estate Team



THE GETTINGS GROUP REAL ESTATE TEAM

Joshua T Gettings
Founding Partner & Chief Executive Officer
The Gettings Group Real Estate Team

Frankie G Silver
Founding Partner & President
The Gettings Group Real Estate Team

PARTNERS & AFFILIATIONS



MARKETING PLAN



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LENDER HIGHLIGHT

MARKETING PLAN CREATED BY THE
GETTINGS GROUP REAL ESTATE TEAM
IN ASSOCIATION WITH LPT REALTY

The Gettings Group is proud to be a team of certified REALTORS®, committed to upholding the highest standards of professionalism, ethics, and service. We strictly adhere to the principles of the Fair Housing Act, ensuring that all individuals have equal access to housing opportunities, regardless of race, color, religion, sex, disability, familial status, or national origin. Our mission is to provide an inclusive and equitable real estate experience for every client.



THE GETTINGS GROUP REAL ESTATE TEAM

THE GETTINGS GROUP
EXPERIENCE THE DIFFERENCE



WE BELIEVE EVERY HOME TELLS A STORY,

and we're here to ensure yours stands out. With our personalized, white-glove service and innovative marketing strategies, we go beyond the ordinary to deliver extraordinary results. From luxury photography and video tours to targeted digital campaigns and exclusive open houses, we leave no stone unturned in connecting your property with the perfect buyer. Whether you're buying or selling, our dedication to excellence and deep market expertise guarantee a seamless, rewarding experience.

THE GETTINGS GROUP
REAL ESTATE TEAM

LET'S TELL YOURS.

[gettingsgroup.com](https://www.gettingsgroup.com)



WELCOME TO THE GETTINGS GROUP REDEFINING REAL ESTATE

At The Gettings Group, we're not just in the business of buying and selling homes—we're in the business of creating extraordinary experiences. Our approach is rooted in professionalism, innovation, and a deep commitment to our clients. Whether you're searching for your dream home or selling your property for top value, we elevate every step of the process with a white-glove, concierge-level service that delivers unmatched results.





Tailored Listing Preparation: The Art of the First Impression

Every great sale begins with a remarkable presentation. At The Gettings Group, we understand that first impressions matter, and we take meticulous care to prepare your property to captivate buyers from the moment it hits the market. Our tailored listing preparation includes:

- **Staging Consultations:** Expert advice to highlight your property's best features and create inviting spaces that appeal to buyers.
- **Trusted Contractor Recommendations:** From small upgrades to necessary repairs, we connect you with top-tier professionals to ensure your home is market-ready.
- **Professional Cleaning and Organization:** We ensure every detail is perfected, creating a clean and welcoming atmosphere.

These thoughtful enhancements not only increase your property's appeal but also its value, setting the stage for a successful sale.

UNPARALLELED MARKETING EXPOSURE

WHERE YOUR PROPERTY SHINES

A woman with her hair in a bun, wearing a light-colored long-sleeved shirt and trousers, stands in a modern, high-ceilinged living room. She is looking out a large floor-to-ceiling window at a beautiful ocean view. The room features contemporary furniture, including a sofa and a coffee table, and a large area rug. The floor is made of wide-plank wood in a herringbone pattern. The lighting is warm and natural, coming from the large window.

Your property deserves the spotlight, and our multi-faceted marketing strategy ensures it receives unparalleled exposure. At The Gettings Group, we employ a blend of traditional and cutting-edge methods to reach buyers locally, nationally, and globally:

- **MLS and Beyond:** Your listing will be prominently featured on the MLS, Zillow, Realtor.com, and other high-traffic platforms.
- **Exclusive Website Features:** Showcased on our premier websites, gettingsgroupre.com and homesofgulfcoast.com, your property will be accessible to a broad audience.
- **Targeted Print Campaigns:** Custom postcards and magazine ads deliver your listing to the right hands.
- **Neighborhood Outreach:** Our *Neighborhood Spotlight Campaign* generates buzz by contacting nearby homeowners who may know a buyer or be interested themselves.

This comprehensive approach ensures your property stands out in a competitive market.



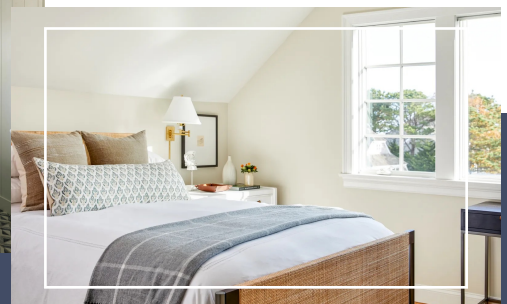
professional visual storytelling

CAPTURING THE ESSENCE OF YOUR HOME

A picture is worth a thousand words, but a stunning visual can sell a home. Our professional storytelling services bring your property to life:

- **Luxury Photography:** High-resolution images that showcase every detail with clarity and elegance.
- **Cinematic Videography:** Lifestyle video tours and drone footage highlight your home's unique features and surroundings.
- **Before-and-After Transformations:** Demonstrating the power of staging and preparation to attract buyers.

These visuals are not just images—they're an invitation for buyers to imagine themselves in your home.





THE
GETTINGS GROUP

5 REASONS TO WORK WITH A CERTIFIED LUXURY HOME SPECIALIST

I. EXPERT IN LOCAL LUXURY REAL ESTATE MARKET

II. EXPERIENCE AND UNDERSTANDING OF LUXURY
REAL ESTATE MARKETING STRATEGIES

III. UNDERSTANDS THE NUANCES OF PROPERLY
PRICING LUXURY REAL ESTATE

IV. TRAINED IN ADVANCED MARKET ANALYSIS
FOR LUXURY REAL ESTATE

V. EQUIPPED WITH THE LATEST NEGOTIATION
TACTICS FOR LUXURY REAL ESTATE

CALL OR EMAIL US

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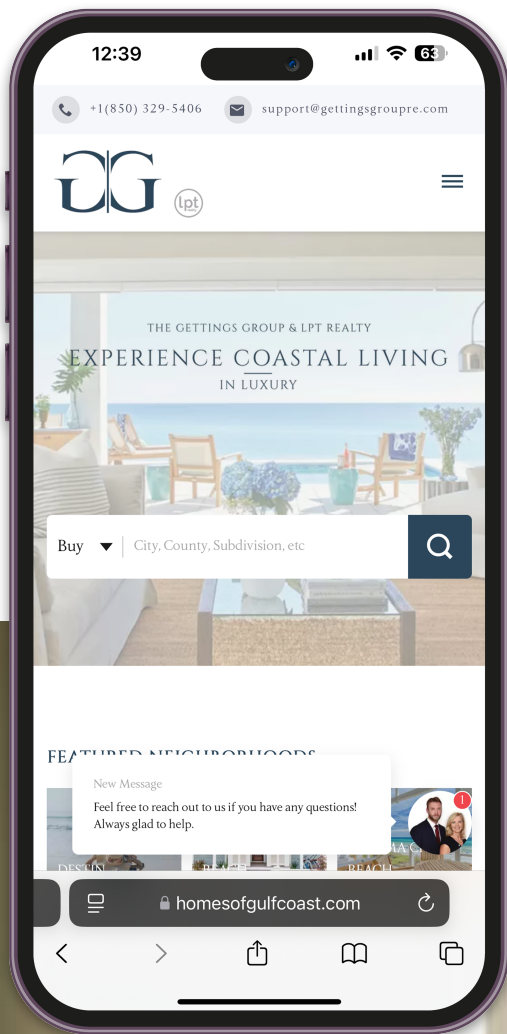
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DIGITAL MASTERY

YOUR PROPERTY. EVERYWHERE.

In today's world, digital presence is essential. The Gettings Group leverages cutting-edge technology to ensure your listing is seen by the right audience:



- **Social Media Campaigns:** Targeted ads and engaging posts on Instagram, Facebook, and YouTube.
- **Email Marketing:** Professionally crafted emails shared with our extensive network of buyers and agents.
- **Geotargeted Digital Advertising:** Precision-targeted campaigns that reach buyers in key markets.

Our digital strategies ensure your property isn't just listed—it's discovered.



EXCLUSIVE OPEN HOUSES & PRIVATE EVENTS

- EXPERIENCES BUYERS REMEMBER -



WE CREATE UNFORGETTABLE MOMENTS THAT MAKE YOUR PROPERTY STAND OUT.



BROKER EXCLUSIVE PREVIEWS | OPEN HOUSE SHOWCASES | LIFESTYLE EVENTS

CREATING LASTING IMPRESSIONS THAT DRIVE BUYER INTEREST.

POSITIONED FOR LUXURY

Carefully curated and designed bespoke marketing collateral, dedicated property website and exclusive global property search site showcasing only the top 1% of homes in every market.

LUXURY COLLECTION METHODS

We've combined time tested marketing strategies with forward thinking approaches that allow us to present an unparalleled marketing plan that's both smart and highly effective in driving results for our clients.



WE ARE ONE

Everything we do is inhouse. From creative strategy to implementation, design to production - our departments collaborate to deliver a custom and cohesive marketing plan that translates into record breaking sales.

WEALTH OF INTELLIGENCE

Our proprietary technology - that serves as the foundation to our marketing strategy, is rooted in a refined set of data intelligence that allows us to target and attract the right audience at the right time to get your home sold.



INTERESTED IN LEARNING MORE? SET UP A CALL WITH THE GETTINGS GROUP TODAY.

FRONT & CENTER

NEIGHBORHOOD SPOTLIGHT CAMPAIGN

- CONNECTING WITH THE COMMUNITY -



Our *Neighborhood Spotlight Campaign* takes a personal approach to marketing. By reaching out to nearby homeowners, we generate excitement and create word-of-mouth buzz about your listing. This strategy taps into a valuable network of potential buyers and referrals, ensuring your property gets noticed where it matters most.

GET TO KNOW YOUR PERSONAL MORTGAGE BANKER



Landon Kail

“I know how to fit the pieces together to make the process as smooth and seamless as possible.”

Landon Kail uses the experience he’s gained through his years in the industry to help his clients achieve their dreams of homeownership. He has the expertise and knowledge to help all types of clients, from a Veteran getting a VA loan to a first-time homebuyer to a self-employed borrower.

“Every borrower has a different situation and story, and it’s like a big puzzle. I know how to fit the pieces together to make the process as smooth and seamless as possible.”

To create a more tailored mortgage loan experience for each individual borrower, Landon helps his clients understand which loan options they qualify for and makes sure that every step of the process is clear. He strives to make himself available to answer questions and address concerns as they come up. In a process that can sometimes be overwhelming, he stresses the importance of upfront planning and preparation to his borrowers.

In his free time, Landon enjoys golfing and cooking. He also has an interest in software development.

YOUR HOME LOAN EXPERT

Landon Kail

Sr. Mortgage Banker

NMLS #1549676

Licensed in SC, TN, VA, FL

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landonkail@atlanticbay.com

www.landonkail.com



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EXPANDING OUR REACH LEVERAGING OUR NETWORK TO GET YOU RESULTS



Real estate is a relationship-driven industry, and The Gettings Group excels at building connections that matter. Our ability to collaborate with agents locally, regionally, nationally, and even internationally ensures that your listing reaches the right audience.

- **Local Outreach:** We engage top-performing agents in your immediate area to generate buzz and drive interest.
- **Regional Connections:** Through strategic partnerships, we market your property to agents in key markets, including Tampa and other high-demand regions.
- **National and International Reach:** As proud members of LPT Realty LLC, one of the most innovative and fastest-growing brokerages in the industry, we leverage a vast network that spans across the country and reaches global markets. LPT Realty is renowned for its cutting-edge tools, award-winning achievements, and dynamic approach to real estate. This ensures your home is positioned to attract buyers from every corner of the world.

By tapping into the unparalleled network and resources of LPT Realty LLC, we bring your property to the forefront of the real estate market. From advanced marketing strategies to industry-leading technology, our brokerage empowers us to deliver maximum exposure and connect you with a qualified, motivated audience. At The Gettings Group, we proudly combine our local expertise with LPT Realty's national and international reach to ensure your home stands out.



PERFORMANCE TRACKING & TRANSPARENCY

KEEPING YOU INFORMED



We believe in transparency and accountability. Throughout the process, you'll receive:



WEEKLY UPDATES

Insights on showings, inquiries, and online performance.



MARKET TREND ANALYSIS

Real-time data to refine our strategy as needed.



BUYER FEEDBACK

Honest input from showings to address any barriers to a sale.

This constant communication keeps you informed and confident every step of the way.





THE GETTINGS GROUP

REAL ESTATE TEAM

- THE DIFFERENCE IS CLEAR -

Choosing The Gettings Group means partnering with a team dedicated to excellence. Our innovative strategies, proven results, and personalized service set us apart. We don't just sell homes—we deliver experiences, build relationships, and exceed expectations. Experience the difference. Choose The Gettings Group.





THE GETTINGS GROUP
REAL ESTATE TEAM

YOUR SUCCESS ELEVATED.

WE'D LOVE TO HEAR FROM YOU!

E-mail: hello@gettingsgroupre.com or
call 850.329.5406 to speak with a
Gettings Group agent.