REPRESENTING YOUR HOME

REAL EXPERIENCE REAL EXPERTISE

MICHAEL P. COHEN

Associate Broker
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Education
Penn State University Business Administration 1981
Five Star REO Certification
Senior Specialist
BPOR
ABR, ASR, SFR
Short Sale & Foreclosure Resource
e-PRO

Experience
Keller Williams Philly 2016-Present
RE/MAX Access 2010-2016
Premier Real Estate 2001-2010

Links
www.phillyreo.com
www.phillyseniorhomes.com
@phillyreo
The Michael P. Cohen

23 YEARS
IN THE REAL ESTATE BUSINESS

OVER 10,000
CLIENTS SERVED

~350
DEALS CLOSED EACH YEAR

98%
CUSTOMER SATISFACTION

A SIMPLE VALUE PROPOSITION

FAST TURNAROUND
My marketing firepower & exclusive tech tools will maximize your property's exposure to active buyers who want to know about your home.

EXPERIENCE IS WHAT COUNTS
I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

HIGHER RETURNS
By attracting the maximum number of interested buyers, your property will sell for the highest marketable price possible.

Achievements
2021 - #7 Medium Team Units in PA
2020 - Top Team Units KW Philly
2019 - #1 Highest Volume Units KW Philly
2019 - #3 Top Team in Units in PA
2019 - #36 Top Small Team in Units US
2018 - Ranked #18 Highest Volume Team in PA
2017-2021 Five Star Real Estate Agent
2017 - Ranked #21 Highest Volume Team Units
2016 - Ranked #8 Highest Volume Team in PA
2015 - Ranked #121 Highest Units Volume Team in US
2014 - Ranked #142 Highest Units Volume Team in US
2013 - Top Team in PA for Commercial Transactions
2012 - Ranked #159 Residential Transactions in US
2012 - Ranked 12th Highest Volume RE/MAX Team
2012 - RE/MAX Access Platinum Award
2011 - #1 Agent RE/MAX Sales Units in PA
2006 - GPAR Philly Citywide Production Diamond Award
2005 - GPAR Philly Citywide Production Diamond Award
2004-2006 - #1 Listing Agent in Philadelphia
2004-2021 - Top 1% of Agents by Units Sold in Philly

Affiliations
National Association of Realtors
PA Board of Realtors
Greater Philadelphia Board of Realtors
BRIGHT MLS
American Jewish History Museum
Jewish National Funds
JCC of Greater Philadelphia
Philadelphia Museum of Art
Children's Miracle Network
LeTip of Center City
Penn State Alumni Association
Yo Cuz! Foundation

MPC THE MICHAEL P. COHEN TEAM

kw PHILLY KELLERWILLIAMS

Keller Williams Philly
Michael P. Cohen
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Philadelphia, PA 19146
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Marketing Plan for Residential Real Estate

Residential, Multi-Family (1-4 Units) & all Other Properties

1. Property posted on the Internet on our regional and national website
2. Listing in BRIGHT MLS, realtor.com, Trulia, Zillow, Facebook, to include 300 national websites and enhanced with up to 25 Photos
3. Emailed with a full description of your property with pictures to our current data base
4. A marketing sheet designed and emailed to all our current prospects, and all Realtors at Real Estate companies in the market region and applicable organizations
5. A sign will be ordered and posted on your property within 48 hours (where applicable)
6. An ad will be designated and placed on various Social Media Sites
7. A marketing plan designed specifically for each listing and open house scheduled
8. Our 800 Call Center is open 8am-8pm, and you can monitor all showings via email
9. All properties get Feedback reports and activity tracking
10. Trulia and Zillow marketing reports sent weekly

Advanced Marketing for Larger Projects, Apartments, Land & Commercial Buildings

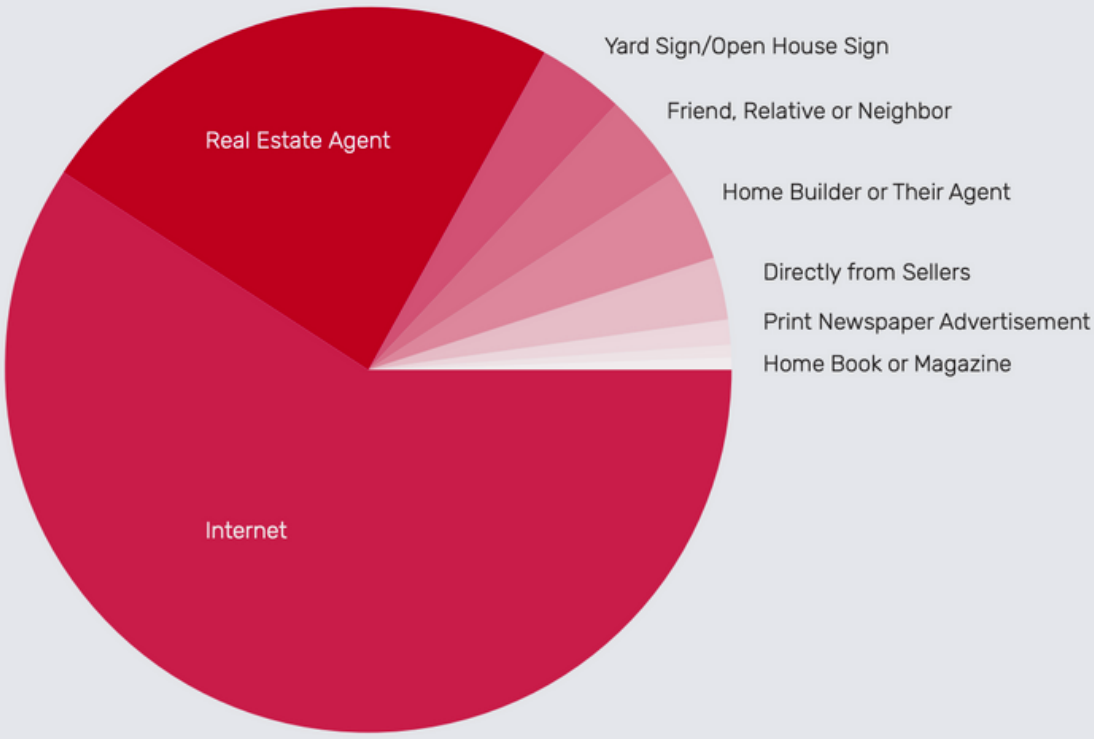
1. Press release will be sent out to local and regional newspapers, newsletters, cable & radio stations
2. Flyers to post at local counseling agencies, mailed, posted in businesses and leafleted at events and meetings
3. Brochures and eFlyers sent out to local and regional Real Estate Offices
4. Advertisements placed in local papers and newsletters to target a larger audience
5. Inserts in Church Bulletins or other Organizational or Institutions
6. Banners and temporary signage or large custom signs will be posted to attract drive by traffic
7. Blog postings on all social media websites
8. Editorials can be submitted to local papers to help bring awareness and support to housing initiatives
9. Listing on Loopnet and Costar for larger commercial projects
10. Stand alone website for longer and ongoing projects

FINDING YOUR BUYER

THE SAVVIEST MARKETING PLAN IS ONE THAT TARGETS THE CHANNELS BUYERS ARE ALREADY USING TO FIND HOMES. FROM OPTIMIZED INTERNET EXPOSURE TO NETWORKING WITH LOCAL AGENTS, I'LL WORK DILIGENTLY TO FIND YOUR BUYER AS FAST AND EFFICIENTLY AS POSSIBLE.

HOW HOME BUYERS FIND THEIR HOME

National Association of REALTORS® Profile of Home Buyers and Sellers 2018



YOUR MEDIA PLAN

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PROPERTY BROCHURE
Develop a property brochure to be distributed during property showings

JUST LISTED FLYER
Produce a just-listed flier to feature during property showings

JUST LISTED POSTCARD
Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods

COMING SOON AND JUST LISTED EMAIL
Send a targeted announcement to my personal database, as well as fellow agents with potential buyers

OPEN HOUSE INVITATION EMAIL
Send targeted emails to surrounding communities and prospective buyers

CUSTOM PROPERTY WEBSITE
Create a dedicated website for your property to support highly targeted marketing efforts

AGENT WEBSITE PROPERTY FEATURE
Showcase your property on my professional website

FACEBOOK AND INSTAGRAM POSTS
Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses

INSTAGRAM STORY
Leverage Instagram to capture
the most compelling features of your home, from architectural photos to property walk-through Videos

PAID, BOOSTED FACEBOOK ADS
Leverage boosted ads to reach nearby active and passive buyers

@phillyreo

The Michael P. Cohen Team

YOUR MARKETING PLAN

STRATEGIC PROMOTION

Coming Soon Campaign

- Walk-through and needs analysis
- Professional photography and videography
- Professional yard signage
- “Coming soon” email blast to database
- “Coming soon” social media touch on Twitter, Instagram and Facebook
- “Coming soon” callout campaign to highly qualified buyers

Just-Listed Campaign

- Launch listing on KWLS, MLS, and other syndication websites
- Professional yard signage and takeaway fliers
- “Just listed” email blast to database
- Custom landing webpage and funnel campaign promoting open house
- “Just listed” social media video on Twitter, Instagram and Facebook
- “Just listed” callout campaign to highly qualifed buyers
- Open house three days after listing

EXPOSURE

Michael P. Cohen

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ABR, ASR, SFT

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Greater Exposure For Your Property Increases The Chance of Sale

We've joined the industry's most extensive online marketing program.
Here are all of the websites where we'll submit your property once listed, and many of these have extended networks as well, resulting in exposure up to 900 different sites!

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kw PHILLY
KELLERWILLIAMS