



TEAM MINIK

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1300 S Litchfield Rd STE 220P
 Goodyear, AZ 85338

SCAN TO
 CONNECT WITH US



MARKETING PLAN

For Selling Your Home

PROPERTY MARKETING AND BUYER LEAD GENERATION FOR YOUR HOME

Every Tool Shows Your Home Beautifully, is Mobile Responsive and Generate Buyer Leads!



COMING SOON MARKETING



YOUTUBE VIDEOS



PRINTED FLYERS



PAID AD FOR GOOGLE



JUST LISTED MARKETING



OPEN HOUSE MARKETING



VARIOUS TOURS



TEXT MESSAGING



REVERSE PROSPECTING



SOCIAL MEDIA AND WEB AD CAMPAIGN



SINGLE PROPERTY WEBSITE



HOMES.COM MARKETING



EFLYERS CAMPAIGN



QR CODE



OUR MARKETING PLAN

Team Minik leads the industry in cutting edge marketing techniques, utilizing extensive digital, print and open house marketing as well as, creating a buyer lead generation platform around your listing to literally drive thousands of interested buyers for your home directly to us.



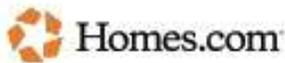
3D Interactive Floor Plan
Aerial Photos
Aerial Videos
ARMLS Lockbox
Community Photos
Post, Signs, QR & Flyerbox Installation
Interior & Exterior Video Walkthroughs
Open Houses
Professional Photos
Printed Flyers
Doorknockers
REALTOR® Tours & Feedback
Single Property Website Landing Page
Slideshow Video
Updates on Showings
Team Minik Websites
Newsletter
Social Media & Platforms
Weekly Seller Updates



trulia



Disclaimer: Please be advised that certain services are exclusively available for luxury listings.



Win More Listings, Sell More Homes

Why Membership works



The Listings are Everything

There are many reasons to become a Member of Homes.com — one of the biggest is listings. Member agent listings sort to the top of search results of other listings, which means they will be viewed by hundreds of thousands of more buyers than basic listings. This gives you a huge competitive advantage — more eyes, more offers. As a Member, you'll win 60% more listings on average.*

Even More Placement

Buyers aren't just looking for homes, they're also trying to find the perfect neighborhood. Homes.com makes sure your listings are featured on the relevant neighborhood and school pages. As a Member you're featured as an expert in the area, so buyers will feel confident working with you. All told, membership can help you win more listings and sell more homes faster and for more money.



Matterport Matters!

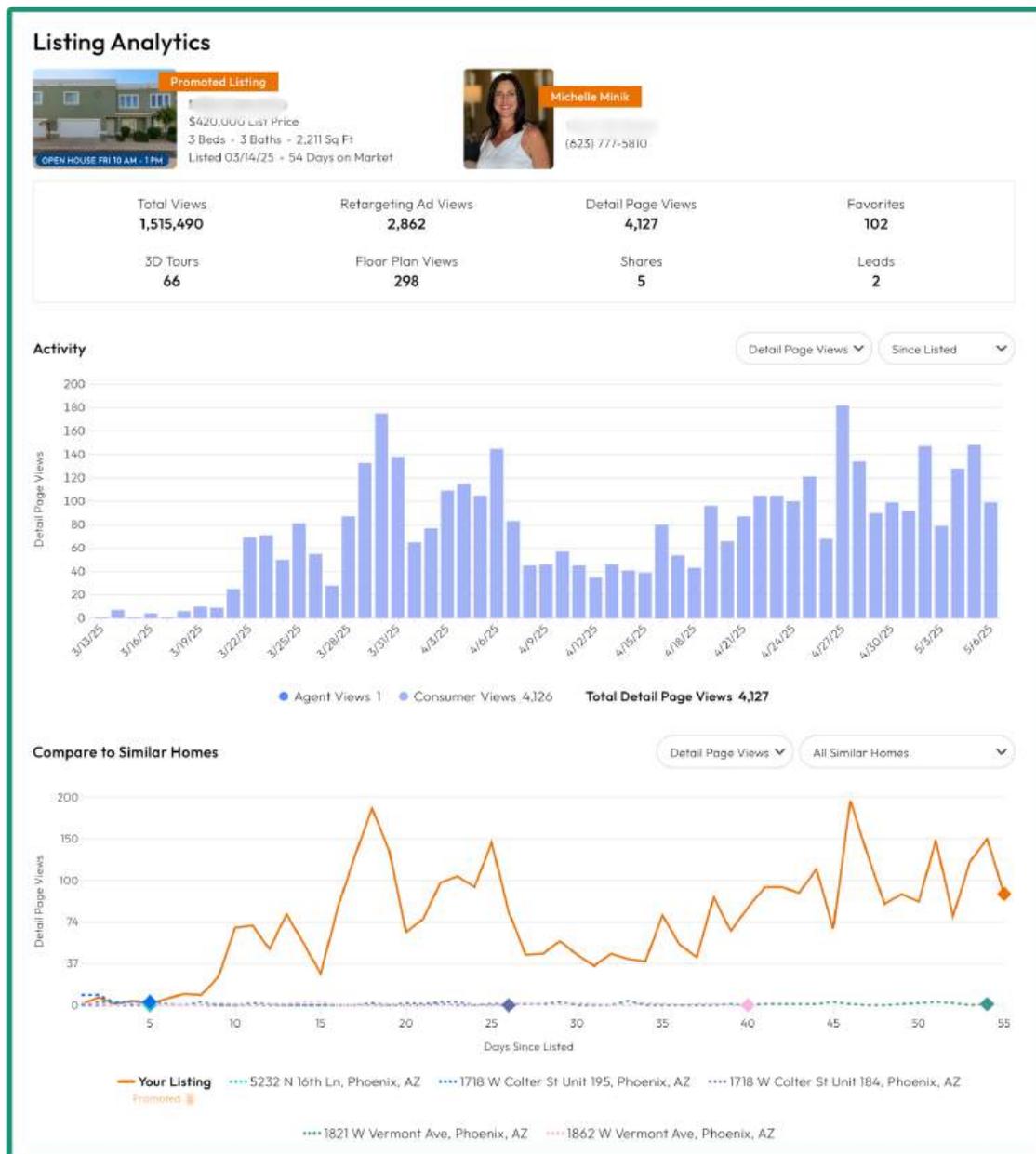
Member agents also take advantage of the cutting edge Matterport 3D tour and Floorplans on all of their listings in qualifying areas, including any guest or pool houses and garages. That way buyers can walk the property before they even see it. Think of it as a 24/7 open house with razor sharp images and detailed floor plans.

*Based on internal analyses comparing Members to non-Members on Homes.com



Homes.com Analytics

This allows sellers to make data-driven adjustments to pricing or marketing, keep their listing competitive, and stay updated on performance. Ultimately, it helps attract more buyers and potentially leads to a quicker sale at the best price.



Listing Inventory

Comprehensive inventory of real estate marketing materials, including posts, signs, flyer boxes, QR code, and lockbox. Enhance your property listings with these essential tools for effective and engaging property showcasing.



QR codes act as swift links to property listings on our website. Scan to instantly access detailed information, photos, and features of your home. Example of our single property website is shown in the next page. Once info is captured, a Team Minik Sales Agent will reach out immediately to set up a showing.

Single Property Websites

Showing all the photos of your home with everything a buyer could want: WalkScore, Google Maps, Yelp, Schools, Virtual Tour. With proven calls-to-action to attract buyers!

Feel free to browse here:

<https://www.findallphoenixareahomes.com/featured>

\$1,035,000 3 Beds | 3 Baths | 2,630 sqft Favorite Share



\$1,035,000 ACTIVE 3 Beds 3 Baths 2,630 SqFt

Prices are changing. Get a free home estimate [Find out now](#) powered by *etta*

About This Home

Tour Home **Request Info**

Send a request to Michelle Minik to tour this home.

ASAP Sat 20 Sun 21 >

Snapshot

Price:	\$1,035,000	City:	Wickenburg
Bedrooms:	3	State:	AZ
Square Footage:	2,630	Postal Code:	85390
Acreage:	5.31	County:	Maricopa
Year Built:	1972	Subdivision:	
Listing ID #:	6615803	Listing Status:	Active
Street Address:		Listing Type:	Single Family - Detached

Snapshot data provided by **ZMLS**

[Ask Michelle Minik](#)

Tour Home **Request Info**

Send a request to Michelle Minik to tour this home.

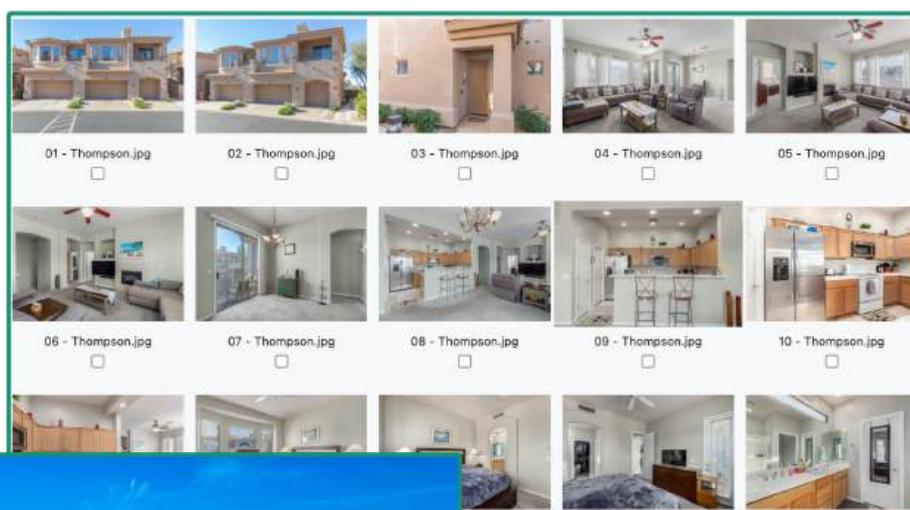
ASAP Sat 20 Jan Sun 21 Jan >

In-Person Video Chat

Request Tour

Photos

We ensure top-notch quality by partnering with skilled professional photographers to provide high-quality interior shots, stunning listing photos, captivating drone imagery, and engaging videos, providing potential buyers with a comprehensive and immersive view of your home.



Listing Flyers / eFlyers

Team Minik Flyer and eFlyer beautifully displaying your home with multiple ways to contact us, schedule showings and proven call-to-actions that generate more buyers. We also prepare a brief summary of the recent changes or improvements made to the home as the back page.

FRONT PAGE

4 BED | **2.5** BATH | **3,538** SQ. FT.

For SALE

SCAN NOW

Our Preferred Lender is offering a 1-0 buy down on this property for qualified buyers! Check out this fantastic 4 bed, 2.5 bath residence in Verrado! Featuring a stunning facade, manicured landscape, 2 car garage, a paver driveway, and a welcoming front porch. Inside you will find formal dining & living areas w/soft carpet in all the right places, perfect for entertaining. You'll also find a formal dining room sure to delight your guests! The gourmet kitchen offers wood cabinetry w/crown moulding, granite counters, SS appliances, pendant lighting, and a prep island w/s breakfast bar. End your busy day in the primary bedroom, showcasing a full ensuite w/dual vanities for added comfort. Also including an expansive backyard w/a covered patio, additional seating areas, and a sparkling blue pool & spa, this home is a dream come true! Hurry, don't miss out!

ROA
REALTY OF AMERICA
Team Minik
Always Moving Forward

Michelle Minik | REALTOR®
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BACK PAGE

Additional Information and Upgrades/Amenities

Community & Location

- Across from Thayer Hill Park & Volleyball Courts
- Near Main Street
- Mailboxes on-site

Interior Features

- Tile and wood plank tile flooring throughout
- Bonus room
- Vaulted & 9-ft ceilings
- Dual sinks in guest/master baths
- Walk-in closets in Bedrooms 1 & 2
- Sliding doors in Bedroom 3
- Fans throughout
- Wine cellar
- Staggered cabinets

Appliances & Utilities

- New water softener (2025)
- Water heater (2019)
- Carrier AC – motors replaced in 2025
- Refrigerator, washer, and dryer convey

Garage & Storage

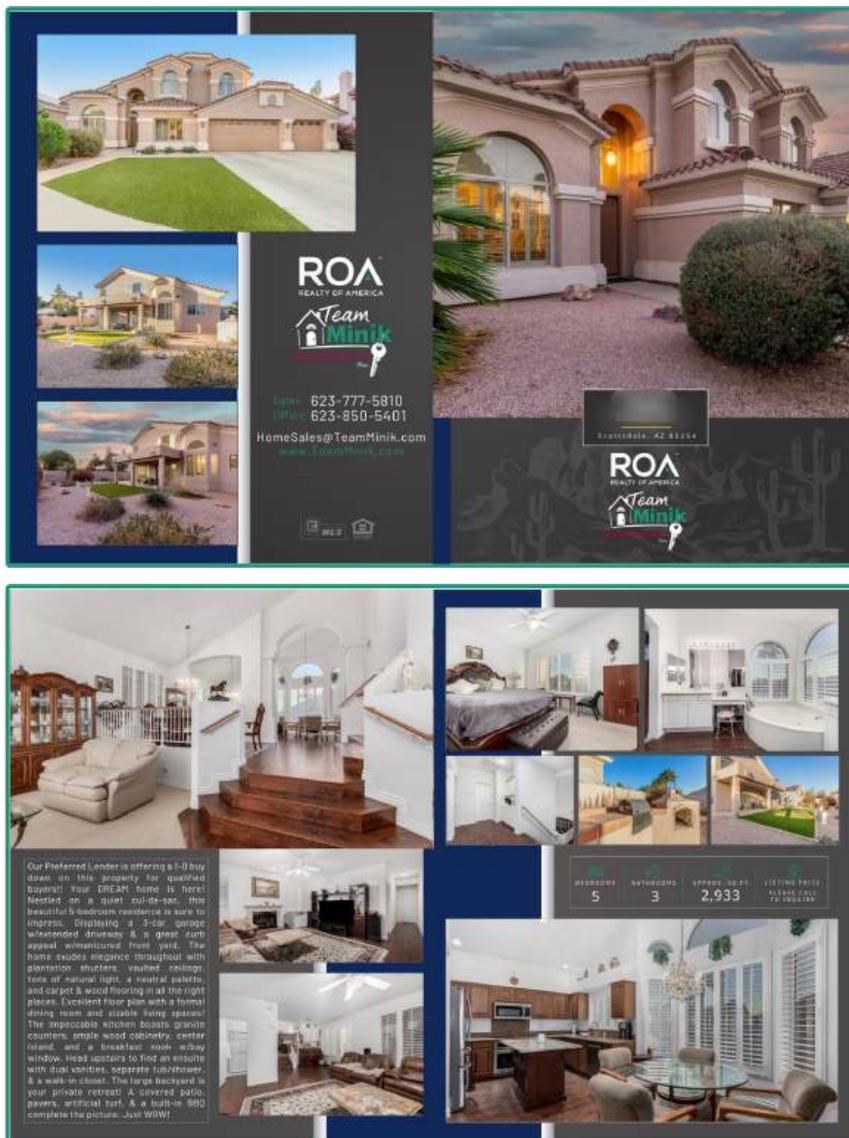
- Built-in hitch
- Epoxy garage floor
- Shutters

Exterior & Outdoor Features

- Updated landscape and pool (2025)
- Water feature
- Putting green
- Heated spa (gas)
- Built-in gas BBQ & fire pit
- Screen door
- Auto irrigation system

Luxury Brochures

Meticulously crafted to reflect the unique charm of your home, these high-quality materials showcase exquisite details, captivating imagery, and essential information to leave a lasting impression on discerning buyers.



Note: Luxury brochures are exclusively offered for our luxury listings.

Virtual Staging

Transform your space into a vision of luxury with our virtual staging services. Our expert team utilizes cutting-edge technology to enhance your property's appeal, providing potential buyers with a visually stunning representation of its full potential



Before



After

Open House

We guarantee two Mega Open Houses to maximize your home's exposure. Each event features 12-ft flags, directional signs, and a professional display with brochures and sign-in sheets—creating a seamless, impressive experience that attracts serious buyers.



Open House Feedback

An Open House Recap is a comprehensive email sent to the seller summarizing the key details and outcomes of a recently held open house event for a specific property.

Subject: Open House - [Property Address] - Recap

On behalf of Michelle Minik and Team Minik, we would like to thank you for allowing us to host an Open House event showcasing your home.

Please find below, a recap by guest, of all those that toured your home during the event.

Guest #1 - [Number of Guests] (Note if they were with a Real Estate Agent)

**How they found your home -
Interested or Not Interested -
Feedback on the Home -**

Guest #2 - [Number of Guests] (Note if they were with a Real Estate Agent)

**How they found your home -
Interested or Not Interested -
Feedback on the Home -**

Guest #3 - [Number of Guests] (Note if they were with a Real Estate Agent)

**How they found your home -
Interested or Not Interested -
Feedback on the Home -**

Guest #4 - [Number of Guests] (Note if they were with a Real Estate Agent)

**How they found your home -
Interested or Not Interested -
Feedback on the Home -**

Guest #5 - [Number of Guests] (Note if they were with a Real Estate Agent)

**How they found your home -
Interested or Not Interested -
Feedback on the Home -**

Your satisfaction and peace of mind are our top priorities. Should you have any questions or concerns about the property or the open house experience, please don't hesitate to reach out to your REALTOR® or myself. We're here to address any inquiries you may have.

Once again, thank you for entrusting us with the opportunity to represent you. We look forward to assisting you further in your real estate journey.

Please include any suggested changes or preparations for future showings here.

**Best Regards,
[Your Name]
Team Minik**

Social Media Marketing

We strategically showcase all our real estate listings across various platforms, leveraging targeted campaigns and engaging content to reach a wider audience and maximize visibility.

Zander Minik Realtor - Team Minik is with Caroline McAdam - [redacted] - Team Minik and 11 others. 18h · 🌐

🏠 Open House This Saturday in Buckey... See more

OPEN HOUSE
SAT, JUN 14, | 10 AM - 1 PM

📍 [redacted]
🏠 3,538 sq ft.
🛏️ 4 Bedrooms
🛁 2.5 Baths

MICHELLE MINIK
REALTOR®
Your local expert

ROA REALTY OF ARIZONA
Team Minik
📞 602-488-5432 michelle.teamminik.com

👍 Like 💬 Comment 📧 Send ➦ Share

Google Pay-Per-Click

Team Minik invests thousands of dollars each month to rank on Google, ensuring your property gets top visibility. Through our partnership with Google, we run targeted ads with compelling call-to-actions that attract more qualified buyers to your listing.

From Michelle Minik PLLC (Team Minik)

"Michelle Minik PLLC, led by the savvy Michelle Minik, a seasoned professional with over 25 years of expertise in residential real estate, caters to Maricopa County real estate market. Featuring on the Today Show with Barbara Corcoran and Fox 10 News... [More](#)

 **Michelle Minik PLLC (Team Minik)**
on Google 





 **OPEN HOUSE**  **20400 W**
THUNDERBOLT BL, PHOENIX, AZ 85024

 **Saturday, June 1...**

3 days ago

[Learn more](#)



 **OPEN HOUSE – 2 DAYS**

27001 W GARDEN BL, LITCHFIELD
PARK, AZ 85338 

6 days ago

[Learn more](#)

Reverse Prospecting

With a database of over 20,000 people, we do proactive marketing through our reverse prospecting approach. By leveraging cutting-edge techniques, we actively identify and engage buyers looking for homes like yours—ensuring your listing gets personalized attention and reaches the right audience.

Subject: Join Us for an Open House at [REDACTED]

From: Michelle Minik

6/6/2025 9:40:01 AM

Hey, I hope you're well! This is Realty of America - Team Minik. One of our listings matches 1 or 2 of your home search criteria. We're doing an open house on June 14 from 10AM to 1PM at [REDACTED]. This is a great opportunity to see the home and explore whether it fits you, I hope you can make it!

CHECK THIS OUT:



4	2.5	3,538
BED	BATH	SQ FT

Open HOUSE
JUNE 14 | SAT
10 AM - 1 PM

Our Preferred Lender is offering a 1-0 buy down on this property for qualified buyers! Check out this fantastic 4 bed 2.5 bath residence in Verrado! Featuring a stunning facade, manicured landscape, 2 car garage, a paver driveway, and a welcoming front porch. Inside you will find formal dining & living areas w/soft carpet in all the right places, perfect for entertaining. You'll also find a formal dining room sure to delight your guests! The gourmet kitchen offers wood cabinetry w/crown moulding, granite counters, SS appliances, pendant lighting, and a prep island w/a breakfast bar. End your busy day in the primary bedroom, showcasing a full ensuite w/dual vanities for added comfort. Also including an expansive backyard w/a covered patio, additional seating areas, and a sparkling blue pool & spa, this home is a dream come true! Hurry, don't miss out!

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Seller Report

Our weekly listing reports provide a detailed overview of marketing efforts, encompassing materials, content marketing, online promotions, social media initiatives, and a comprehensive activity report. Stay informed about the diverse facets of our dynamic marketing strategy.

WEEKLY MARKET REPORT		
PROPERTY	20409 W Thayer St, Buckeye, AZ, 85396	COMPANY NAME
PROJECT MANAGER	Michelle Minik	LISTING DATE 6/6/2025
		 
CAMPAIGN TYPE	ADDITIONAL INFO	STATUS
Marketing Materials		
Lockbox, Flyer Box, Sign and Post	https://app.box.com/s/b7qubw0fxvifrp8t2nqbqshutds6py	INSTALLED
Content Marketing		
Photo Shoot	https://app.box.com/s/nm0jke2nnux07xnh8avvmi4laldyxv6s	COMPLETED
For Sale flyer	https://app.box.com/s/cwle02wvuxmzvo1qu1tlyp608djuvy9o	COMPLETED
Open House Flyer	https://app.box.com/s/p7tp5muxdn9bj7yx4anbzjvgoagpalt	COMPLETED
Updates/Amenities	https://app.box.com/s/qnrifvk9qpauptq3qbz7tmx084wq4yva	COMPLETED
Online		
Website	https://www.findallphoenixareahomes.com/homedetails/az/buckeye/azregional-202/	ACTIVE
Homes.com	https://www.homes.com/property/20409-w-thayer-st-buckeye-az/evq173pejn7w/	ACTIVE
Google	https://posts.gle/fXVFGT	ACTIVE
Sales Campaigns		
Smart Plan	https://app.box.com/s/8e4j4503t3tjvpoumro0rq1ql5go4jk	SENT
Social Media		
Account	Account Link	Weekly Activity
Facebook / April Osorio	https://www.facebook.com/RealEstateWithApril	POSTED
Facebook / Auri Payne	https://www.facebook.com/auripaynerealtor/	POSTED
Facebook / Caroline McAdam	https://www.facebook.com/realestatesimpleaspie/	POSTED
Facebook / Daisy Alvarado	https://www.facebook.com/profile.php?id=61554755982029	POSTED
Facebook / Deborah Houser	https://www.facebook.com/deborahhouserrealtor/	POSTED
Facebook / Desiree Bailon	https://www.facebook.com/desireebailonAZREALTOR	POSTED
Facebook / Farrah Khidir	https://www.facebook.com/farrahkhidirrealtoraz/	POSTED
Facebook / Jennetta Biberston	https://www.facebook.com/profile.php?id=100065086988847	POSTED
Facebook / Jennifer Watson	https://www.facebook.com/JenniferWatsonAZRealtor	POSTED
Facebook / Kim Amick	https://www.facebook.com/kimamickrealtor/	POSTED
Facebook / Nick Garcia	https://www.facebook.com/profile.php?id=100090888834166	POSTED
Facebook / Severo De Los Reyes	https://www.facebook.com/profile.php?id=61560206661915	POSTED
Facebook / Zander Minik	https://www.facebook.com/zanderminikrealtor/	POSTED

Below is the ARMLS Report:

Activity for [REDACTED]
Date Range: 03/10/2025 to 05/26/2026



List Number: 6833145
Status: Active
Original List Price: \$439,000
List Price: \$420,000
Bedrooms: 3
Bathrooms: 2.5

Where people are viewing this listing Count

Flexmls	344
Flexmls Email	119
Flexmls Portal	46
Flexmls IDX	14

How do people rate this listing Count

Recommended by Agents	0
Saved	4
Hidden	6
Hidden by Agents	2

Actions people took on this listing Count

Shared (90 days)	30
Showing request	0
Contact Agent	0
Showing feedback	0
Open house feedback	0
General message	0

People who saved this listing also saved

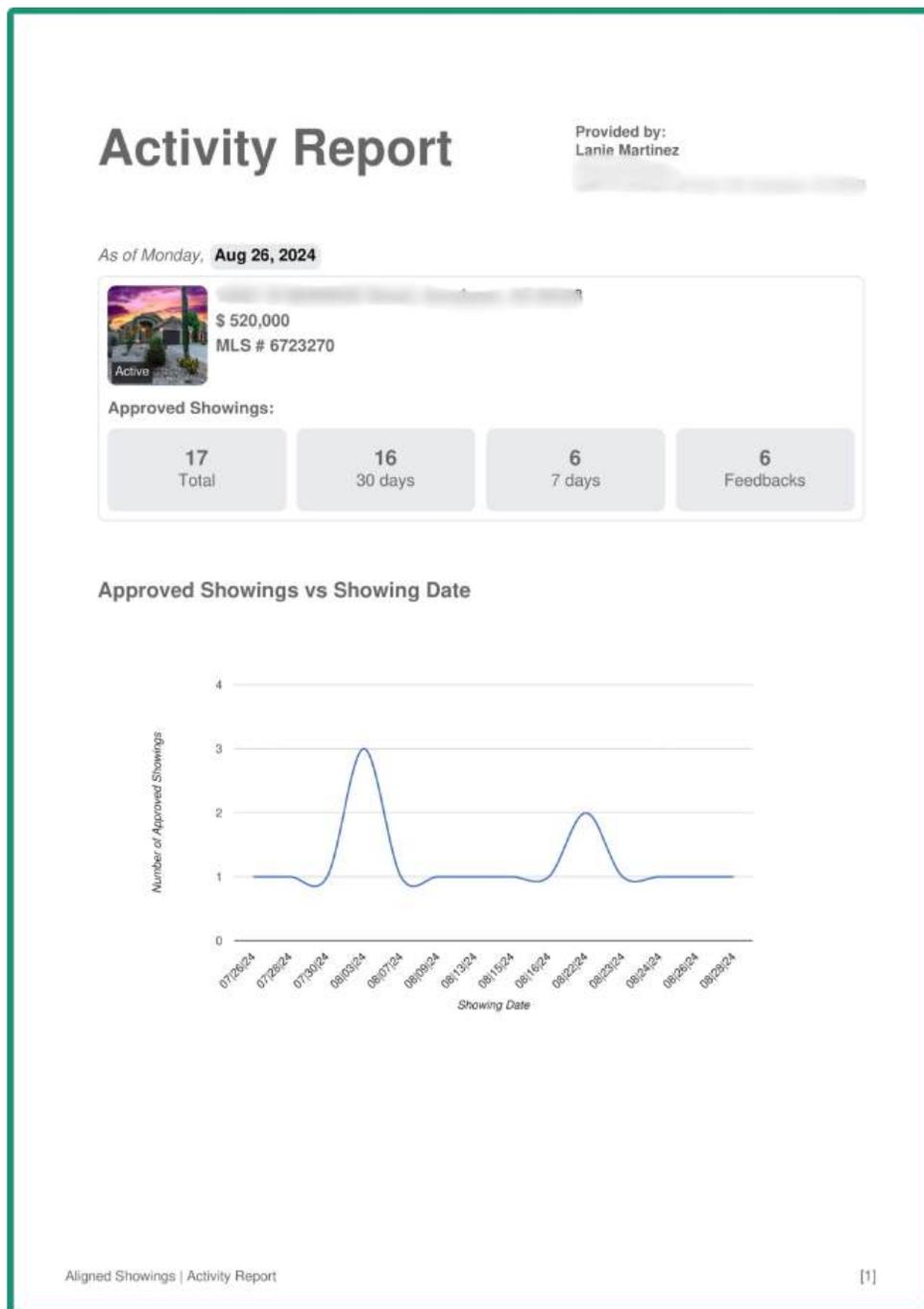
List Number	Status	# Bedrooms	# Bathrooms	Price
10653 N 10TH PL, Phoenix	6795560	Active	4	4 \$650,000
747 E MEADOW LN, Phoenix	6858421	Active	4	2.5 \$649,000
3212 E DESERT COVE AVE, Phoenix	6799207	Active	3	2 \$624,900
1331 E BATES ST, Mesa	6824858	Active	4	2 \$589,000
1017 E GRANDVIEW RD, Phoenix	6781711	Active	3	2 \$570,000
1644 W ROMA AVE, Phoenix	6859183	Active	3	3 \$550,000
610 W MEDINA AVE, Mesa	6794141	Active	4	2 \$543,000
2818 S COTTONWOOD DR, Tempe	6803230	Active	4	2 \$535,000
17160 N 9TH PL, Phoenix	6844841	Active	4	3 \$527,500
3024 E SIESTA LN, Phoenix	6806463	Active	3	2.5 \$515,000

People who viewed this listing also viewed

List Number	Status	# Bedrooms	# Bathrooms	Price
6105 N 12TH WAY, Phoenix	6838477	Active	3	2 \$429,000
5236 N 16TH LN, Phoenix	6833634	Closed	3	2.5 \$420,000
6533 N 7TH AVE 22, Phoenix	6821485	Active	3	2 \$405,000
5326 N 3rd AVE, Phoenix	6821438	Active	3	2 \$434,999
1821 W VERMONT AVE, Phoenix	6830048	Active	2	2.5 \$379,999
5550 N 16TH ST 102, Phoenix	6811626	Active	2	2 \$464,000
5513 N 5TH DR, Phoenix	6830289	Active	3	3 \$565,000
1862 W VERMONT AVE, Phoenix	6835469	Active	2	2.5 \$375,000
2938 N 15TH AVE, Phoenix	6833377	Closed	2	1 \$409,990
5726 N 10TH ST 5, Phoenix	6851219	Active	3	2.5 \$469,900

Aligned Showing Report

Provides real-time feedback from showings, tracking buyer interest, and identifying trends to gauge demand. This report supports a quicker sale at the best possible price by keeping sellers aligned with buyer needs.



ROATM

REALTY OF AMERICA

