

FULL MARKETING SUITE

4-Bed, 2.5-Bath Single-Family Home on 0.50 Acre

Property Snapshot

Address	TBD
List Price	TBD
Beds / Baths	4 beds, 2.5 baths
Lot Size	0.50 acre
Square Footage	TBD
Year Built	TBD
Property Type	Single-family home
Flooring	Hardwood on main level
Kitchen	TBD
Parking	TBD
HOA	TBD
Location	Near parks, shopping, and commuter routes

MLS Description

Set on a half-acre homesite, this 4-bed, 2.5-bath single-family home pairs a practical layout with hardwood floors across the main level. A central living/dining/kitchen flow supports everyday routines and relaxed entertaining. Upstairs, the full bedroom count is complemented by a hall bath; a main-level powder room adds convenience. Outdoors, the level yard offers room to garden, play, or create your ideal gathering space. Positioned near parks, shopping, and major commuter routes (buyer to verify), the setting balances access with breathing room. If you value flexible spaces and a larger lot, this home is ready for your personal touch. Schedule a private showing to explore how it could fit your plans.

Social Media Package

Instagram

Just Listed Post

Hook: Room to breathe on 1/2 acre.

Body: 4 beds, 2.5 baths, hardwoods on the main, flexible layout ready for your style.

CTA: DM for details or to book a private tour.

Hashtags: #JustListed #HomeOnHalfAcre #RealEstate

Feature - Layout

Hook: Spaces that flex with your day.

Body: From WFH to weekend gatherings, the flow keeps life simple.

CTA: Swipe for the yard.

Hashtags: #FlexibleLiving #HardwoodFloors

Lifestyle - Yard

Hook: Backyard goals: space for play, pets, and planting.

Body: Level 1/2 acre = options.

CTA: Save to your must-see list.

Hashtags: #Backyard #HalfAcre

Facebook

Announcement

New on the market: 4BR/2.5BA on a usable 1/2-acre with hardwoods and a versatile layout. Private showings available.

CTA: Message me for the info sheet.

Neighborhood

Close to parks, shopping, and commuter routes (buyer to verify). Convenience meets breathing room.

CTA: Know someone looking? Tag them.

Open House Template

Open House [Day/Time]: Tour this 4BR/2.5BA on 1/2 acre. Quick highlights: hardwoods, great flow, generous yard.

CTA: RSVP in comments.

LinkedIn

Positioning

New listing positioned for value: 4BR/2.5BA on 1/2 acre - practical layout, hardwoods, and room to grow. Ideal for buyers prioritizing space and access.

CTA: Request the property brief.

Market Insight

Demand for larger lots continues. This 1/2-acre property pairs everyday functionality with expansion potential (buyer to confirm options).

CTA: DM for the data sheet and showing times.

TikTok

60s Tour

Hook (0-3s): 1/2 acre + 4 beds - come see the space.

Beats: Entry, hardwood main level, kitchen hub, bedroom count, yard reveal.

CTA: Follow for more tours and DM for the info sheet.

Feature Focus (Hardwoods)

Hook: Why buyers love hardwood main levels.

Beat: Durability, easy maintenance, timeless look.

CTA: Save for your search.

Outdoor Living

Hook: What would you do with this much yard?

Beat: Garden/playset/fire-pit ideas.

CTA: Comment your plan.

Flyer Copy (One-Page)

Versatile 4-Bed Home on a 1/2-Acre Lot

Flexible spaces, hardwood main level, room to grow.

Features:

- 4 beds, 2.5 baths
- Hardwood floors on main level
- Practical connected living/dining/kitchen flow
- Main-level powder room
- Spacious yard for play, pets, or planting
- Parking per MLS

Quick Stats: Beds 4 | Baths 2.5 | SF TBD | Lot 0.50 ac | Year TBD | Parking TBD

Call to Action: Schedule your private tour today.

Postcard Copy

Front:

Room to Breathe on 1/2 Acre - 4 beds, 2.5 baths, hardwood main level

Back:

Connected living/dining/kitchen for easy flow; Main-level powder room; Versatile spaces for work, play, or guests; Level 1/2-acre yard for outdoor living; Parking per MLS

Neighborhood note: Near parks, shopping, and commuter routes (buyer to verify).

CTA: Private showings available - request the info sheet.

Email Campaign

Subject Lines (A/B Bank)

1. New: 4BR/2.5BA on 1/2 Acre - Tour This Week
2. Space + Flexibility: See This 4-Bedroom on a 1/2-Acre Lot
3. Hardwood Main Level, Big Backyard - Book Your Showing
4. Room to Grow: 4 Beds, 2.5 Baths, 1/2 Acre
5. Your Next Move? A Versatile Home with a Big Yard

Preview Text Options

- Connected layout, hardwoods, generous outdoor space.
- Practical, flexible, and ready for your style.
- Private showings available - reply for details.

Email Body

Hi [First Name],

Now available: a 4-bed, 2.5-bath home set on 1/2 acre with hardwood floors on the main level and a flexible layout that fits everyday life. The central kitchen anchors dining and living spaces; upstairs you will find the full bedroom count plus a hall bath. Outside, the level yard sets the stage for gardening, play, and weekend gatherings. Parking details per MLS.

Highlights:

- 4 beds, 2.5 baths
- Hardwood main level
- Functional, connected layout
- Level 1/2-acre lot
- Parking per MLS

Ready to take a look? Reply to request the info sheet or schedule a private showing.

Content Calendar

Week	Day	Platform	Post Description
Week 1	Mon	Instagram	Just Listed carousel: front exterior, hardwoods, yard
Week 1	Wed	TikTok	60s walk-through: entry, living, kitchen, yard
Week 1	Fri	Facebook	Why buyers want half-acre lots. Link to listing
Week 1	Sat	IG Stories	Poll: Garden, playset, or fire pit? Yard clips
Week 2	Tue	LinkedIn	Positioning post: space + access; request data sheet
Week 2	Thu	Instagram	Feature focus: hardwood main level. Close-ups
Week 2	Sat	Facebook	Neighborhood snapshot: park/shops. Tag a friend
Week 3	Mon	TikTok	Feature: flexible room use (WFH/guest/play)
Week 3	Wed	Instagram	Outdoor living reel: yard depth, seating vignette
Week 3	Fri	Facebook	3 reasons this layout works. Short bullets + image
Week 4	Tue	LinkedIn	Market insight: larger-lot demand. Invite tours
Week 4	Thu	Instagram	Before-the-weekend showing slots graphic
Week 4	Sat	TikTok	Q&A: top buyer questions overlay

Video Script (60-90 Seconds)

Teleprompter Text

Hook (0-3s): Looking for space? This 4-bed, 2.5-bath sits on a half-acre - let's take a look.

Beat 1: Hardwood floors anchor the main level and connect living, dining, and the central kitchen for everyday flow.

Beat 2: Upstairs, you will find the full bedroom count plus a hall bath; a main-level powder room adds convenience.

Beat 3: Outside is the showstopper - usable yard with room to garden, play, or host a weekend cookout.

Neighborhood Tie-In: You are near parks, shopping, and commuter routes (buyer to verify), so you keep the access without giving up elbow room.

CTA: Want the info sheet or a private tour? Message me and I'll send everything over.

Shot List

Front approach, foyer pan, hardwood detail, living/dining pass-through, kitchen hub (no tight appliance brand shots), stair/upper hall, yard wide, agent CTA to camera.

Buyer Persona

Snapshot

Buyers prioritizing space, practicality, and outdoor area; value hardwood main levels and flexible rooms.

Goals

Functional layout for daily life; low-maintenance finishes; yard for pets/play/garden.

Triggers

Need for an extra room; desire for larger lot; preference for move-in-ready yet customizable.

Objections

Commute time; project tolerance; uncertainty on square footage/age.

Messaging Angles

Flexible spaces that fit your day; 1/2-acre for the lifestyle you want; hardwood main level = durability + timeless look; Schedule a private showing to plan your layout.

Client-Facing Marketing Plan

Positioning

Space + practicality on a larger lot, with a clean, neutral canvas.

Target Buyer

Space-seekers who value yard size and everyday functionality.

Core Assets

MLS listing, photo set (prioritize flow + yard), 60-90s vertical tour, one-page flyer, postcard, email blast.

Social

Instagram (carousel + reels), Facebook (announcement + neighborhood), TikTok (tour + features), LinkedIn (positioning + insight).

Email

One announcement + one reminder to hot list.

Open House

One weekend event with yard-forward signage; collect QR leads.

Timeline

Go-Live (Day 0) then Social push (Days 0-3) then Open House (Day 5-10) then Follow-ups (Days 7-14).

KPIs & Updates

Impressions, saves, video watch-throughs, showings, feedback themes, offer activity.

Next Steps

Finalize facts (SF, year, parking), confirm showing windows, schedule media day, publish calendar.

Photographer Brief

Stills

Exteriors - Front hero (angled), straight-on, approach sequence; rear yard wide + corners to show depth. **Main Level** - Living, dining, kitchen sequence to communicate flow; hardwood detail; powder room. **Upper Level** - Primary bedroom, secondary bedrooms (group as a set), hall bath. **Lifestyle Inserts** - Seating vignette, greenery detail, porch/patio moment. **Utility/Parking** - Drive/parking area (if applicable).

Video B-Roll

Door open/close, walk-through pans, yard reveal, hardwood close-ups.

Post Scheduling Guidance

Instagram: Tue-Thu late morning/early afternoon; Reels before commute hours. **Facebook:** Weekday evenings; weekend mornings around Open House promos. **TikTok:** Evenings; keep cuts fast and captions large. **LinkedIn:** Tue/Wed mornings; lead with positioning and a clear CTA.

Need Help Marketing Your Home?

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