



Marketing for Your Home





# About Me



Hello, and thank you for considering me to assist with your real estate goals.

With 20 years of experience helping clients buy and sell homes, I'm dedicated to making your real estate journey as smooth and stress-free as possible. My approach combines deep market knowledge, strong negotiation skills, and a personalized strategy tailored to your specific needs.

Selling a home is a major decision, and my goal is to ensure you feel confident, informed, and supported at every step. From setting the right price to developing a customized marketing plan that maximizes your property's exposure, I'll guide you through the entire process with care and transparency.

Whether this is your first home sale or one of many, I'm committed to delivering exceptional service and outstanding results. I look forward to partnering with you to achieve your real estate goals.







# Understanding Your Goals

Before we begin the selling process, I take the time to truly understand your goals — whether that means maximizing your home's value, achieving a quick sale, or finding the right buyer who appreciates your property as much as you do. Every seller's situation is unique, and by learning what matters most to you, I can tailor my strategy to align with your priorities. This personalized approach ensures that every decision we make — from pricing to marketing — supports your objectives and helps you move confidently toward your next chapter.







# Extensive Marketing Plan

Digital  
Internet  
Strategic







# Internet Marketing

CENTURY 21 Integra maximizes listing exposure through a powerful multi-platform strategy, promoting properties on the C21 Integra website, Century21.com, and syndicating across major real estate portals including Zillow, Trulia, Realtor.com, Homes.com, HomeSnap, and regional MLS consumer sites. Through programs like Zillow Showcase and CENTURY 21's nationwide syndication network—reaching hundreds of additional listing sites—sellers benefit from unmatched online visibility and broad buyer reach across both local and national markets.

 Homes.com  realtor.com

 Land.com  ListHub  listglobally

44 SITES      10+ SITES      94 SITES





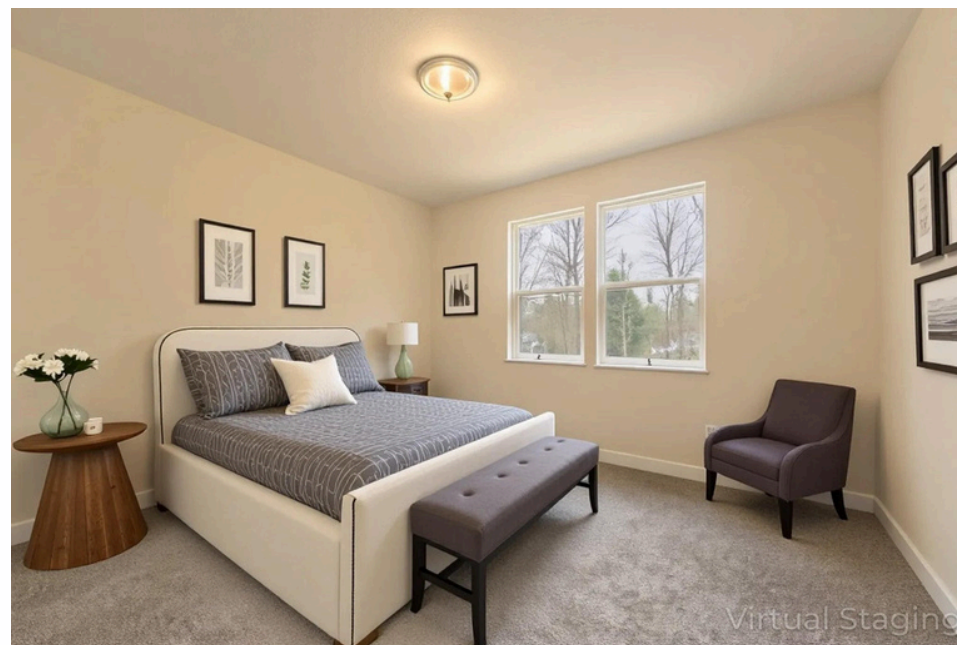


## Social Media

C21 Integra and Pam Lombard use Facebook, Instagram, TikTok, and other social platforms to showcase listings, highlight local communities, and connect with buyers and sellers through engaging videos and polished visuals. With 20 years of experience and a warm, relationship-focused approach, Pam uses consistent, targeted content to expand her reach and strengthen her presence across Dunedin, Clearwater, and Pinellas County.





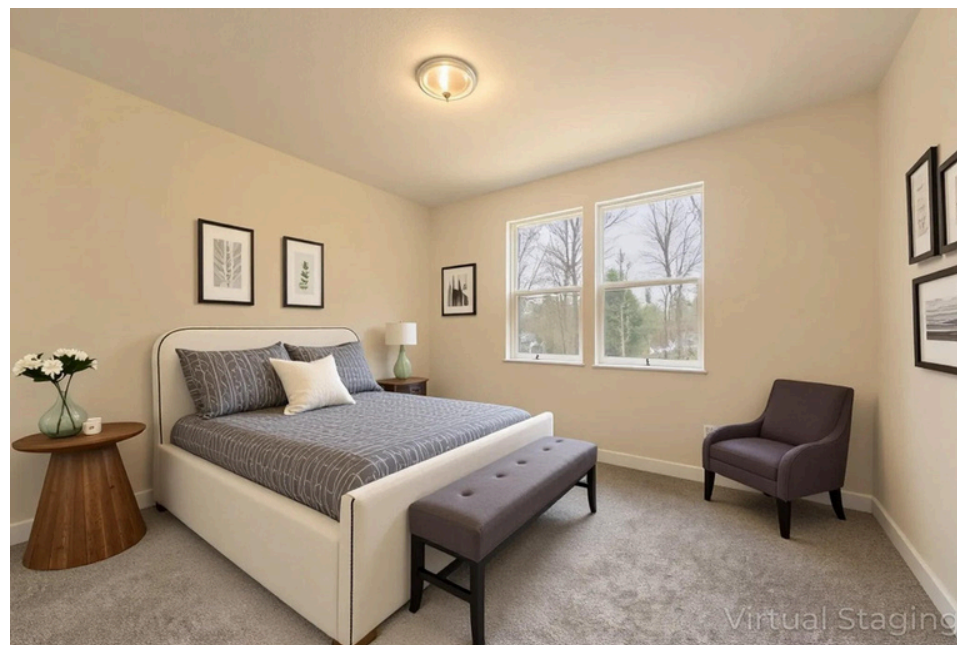


# Professional Photography





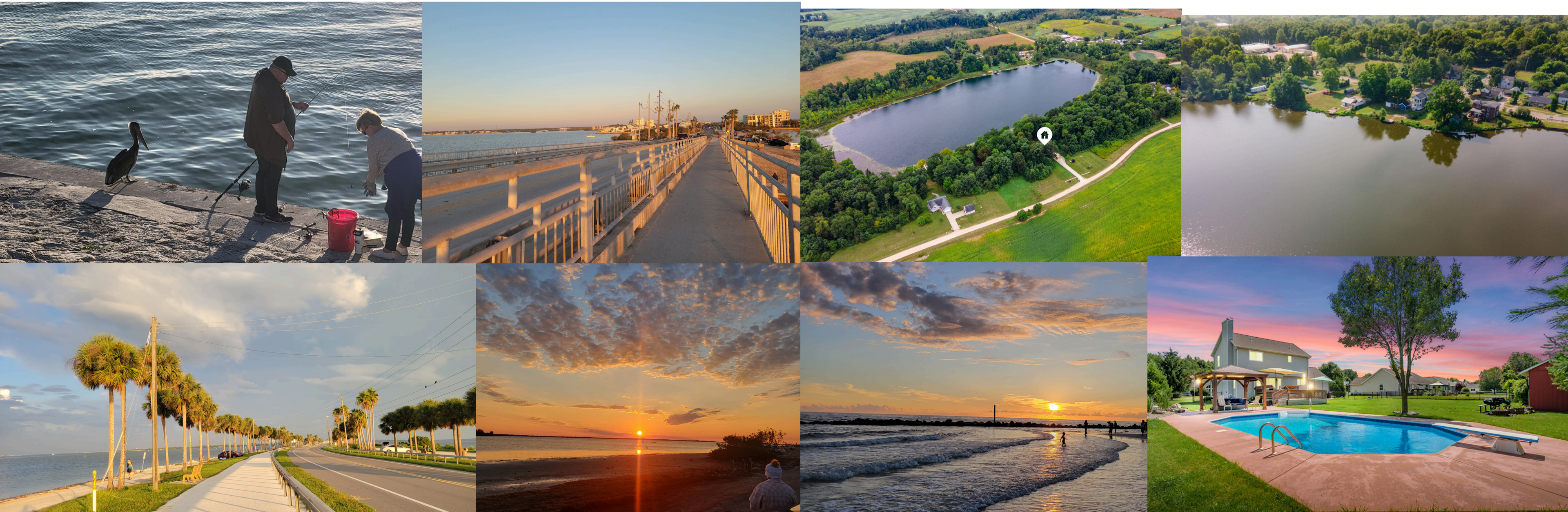
# Virtual Staging







# Drone and Community Pictures and Videos



Drone footage and community highlights give buyers a clearer view of the property and the neighborhood lifestyle, making your listing more engaging and valuable.

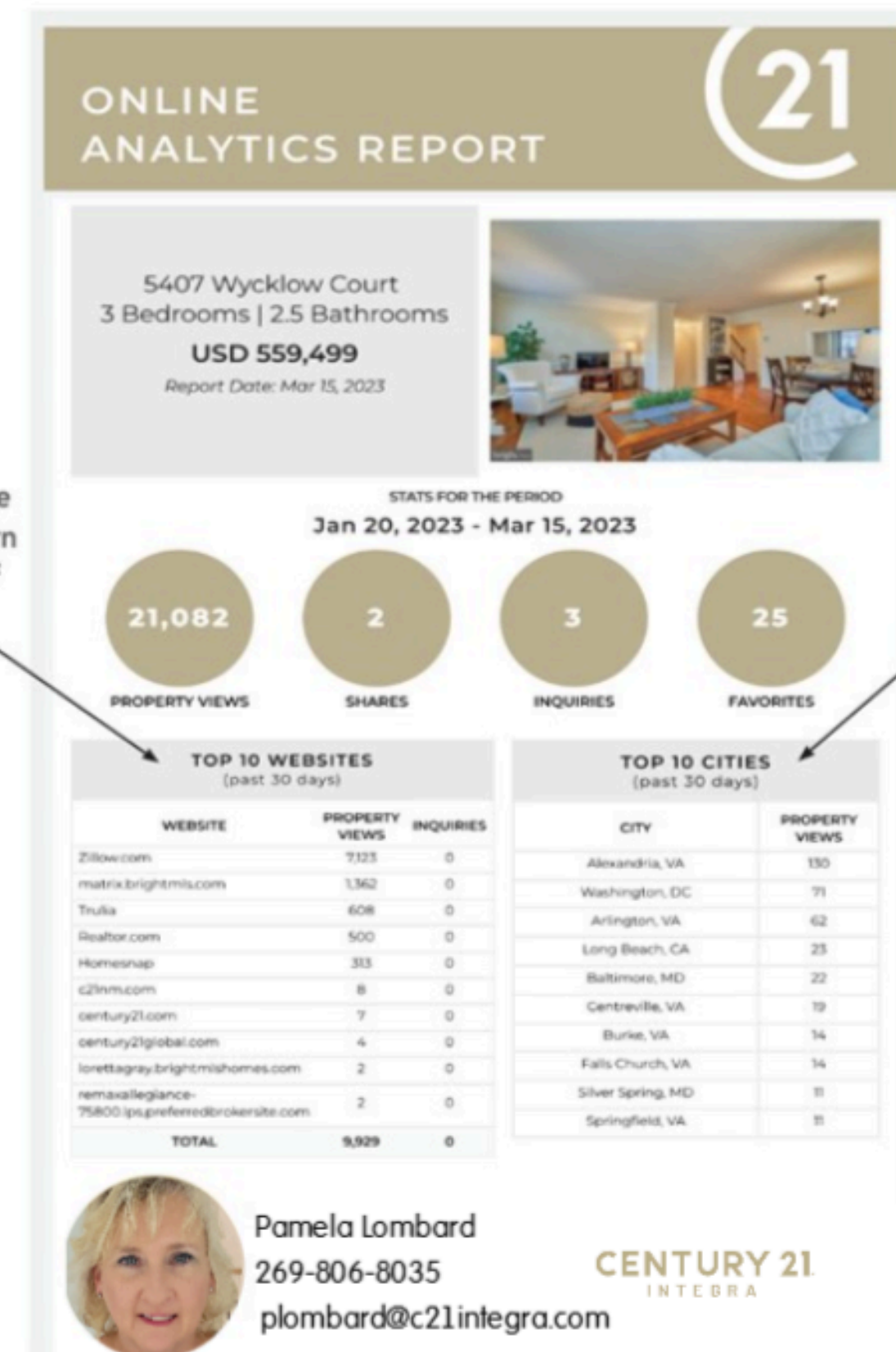


# Measuring Success

Our exclusive THE GOLDEN RULER® tool will keep you regularly updated on online activity related to your listing, derived from our distribution network of real estate industry and aggregator websites.

Track week-by-week online views and learn the sources of your views.

Find the cities where most consumers who view your listings live.







I would love the opportunity to be your listing agent and put my proven marketing strategy to work to get your home sold for the best possible price.

