



The Madden Team
SOLD for HOPE



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COMMONWEALTH
UNCOMMON COMMITMENT TO YOU



The Madden Team's Real Estate Solutions



The Madden Team
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The Madden Team is a father-son real estate team providing an array of services, some of which you may never expect from a real estate team. That is because we are not your typical real estate team.



Our **8-Week Marketing Campaign** is a detailed plan to promote, expose and market your home to the widest audience possible. Beginning with pre-marketing, this campaign will illustrate the depth of our marketing expertise and how it will benefit the sale of your home.



The Madden Team is dedicated to creating seamless transactions through our decision to utilize technology to provide resources, transparency and ease of process from anywhere around the country or the world. Our use of technology for marketing is only rivaled in our use of technology for customer transactional management and efficiency.



Our team is home to the **Sold for Hope Pledge** in which our team donates 10% of our net commission to the 501(c)(3) charity of *our client's choice*. Our team realizes that real estate agents benefit from the changing community and as a thank you for our clients' trust in our team, we believe that the community should benefit from real estate agents.



The Madden Team can move anyone anywhere. We are **Certified Relocation Specialists** able to provide services locally and around the world. Whether you, a family member or friend is moving from Denver to Seattle or Pittsburgh to Boston, we can help make sure to provide outstanding service from origination to destination.



Do you work for or own a company with 20+ employees that would benefit from a real estate **employee benefit program**? Our company provides a program with cash incentives for buyers and sellers and best of all... **it's free to your company!**



In a changed market, buyers must be actively marketed to potential sellers similar to listing a home. The Madden Team's **Buyer Direct Access Program** is designed to give our Buyer Clients the upper edge in any market.



The Madden Team provides landlord services to include the Exclusive Marketing of rental properties, tenant application processing and lease signings. Our marketing plan consists of many aspects of our 8 Week Marketing Campaign geared towards find a quality tenant for our landlords.



Have you, a family member or friend considered a career in real estate? Let us introduce you to a manager at **Century 21 Commonwealth**. Our company has extensive training, a great atmosphere and strong incentives for agents. **Century 21 Commonwealth** is the #1 Century 21 franchise in New England and the #5 Century 21 franchise in the nation.

The Madden Team's Testimonials



"Mark is one of the best realtors in the Greater Boston area. He's a pleasure to work with and always goes the extra mile for his customers. We have referred him to friends and family and all have had similar experiences. The market is constantly changing and he's always very knowledgeable on the latest developments." [Matt S.]

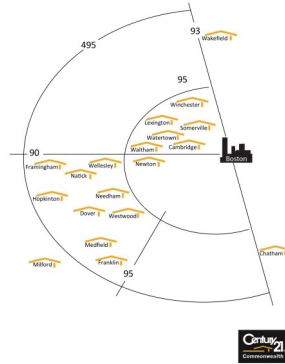
"It was a pleasure working with Mark when finding my home. He was very responsive to my priorities, and respectful of my boundaries regarding what I could and could not compromise on. He was friendly to my son and fun to spend time with. This particular sale was tough in negotiations, and Mark went above and beyond to help me close the deal from overseas because we were not able to push it through before I left. I'd recommend him strongly to anybody searching for a house." [Alexia S.]

"Mark was extremely professional yet friendly and made buying our home an easy and stress free process. He has a great knowledge of the industry and his experience came very handy in purchasing our home in this current seller's market." [Apurva D.]



Mark Madden is our team's *Buyer Specialist* handling all of our real estate purchase transactions.

The Century 21 Commonwealth Offices



We have offices in the following locations that our team utilizes to meet with our clients, manage transactions and serve more clients.

Billerica	572 Boston Road
Cambridge	1 Mifflin Place, Ste. 407
Chatham	214C Orleans Road
Dover	14 Springdale Avenue
Framingham	1 Edgell Road
Franklin	9 Main Street
Hopkinton	76 Main Street
Lexington	9 Merriam Street
Medfield	266 Main Street
Milford	199 Main Street
Natick	1 Common Street
Needham	1492 Highland Avenue
Newton	64 Needham Street
Somerville	205 Holland Street
Wakefield	29 Albion Street
Waltham	693 Main Street
Watertown	161 Mount Auburn St
Wellesley	592 Washington Street
Westwood	549 High Street
Winchester	39 Church Street



"John is the consummate real estate professional. I've worked with him in selling two Watertown properties while not living nearby. His understanding of the market forces at the time of sale was extraordinary. Each sale was consummated within a week above asking price. He managed to get appropriate workman and professionals to bring the properties to their full potential. I would recommend him without question." [James F.]

"John is one of the finest real estate agents I have had the pleasure to work with. He has a keen sense of the market and ALWAYS is doing right by his clients." [Jay H.]

"I worked with John in selling my home as well as buying a new one. The sale in particular was difficult due to the buyers. Through it all, John was the ultimate professional. He kept both parties on course. I can safely say the sale of my own house would not have occurred without John's involvement. If you are looking to buy or sell, John is a great asset to have on your side." [Mike D.]



John Madden is our team's *Listing Specialist* handling all of our real estate listing transactions.



The Madden Team

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The Madden Team is a father and son real estate team that is known for a family approach to every real estate transaction treating every client as part of the family with an open line of communication, which is why most of their business comes from repeat clients and referrals. By paying attention to the changes in technology, The Madden Team has been able to guide many buyers and sellers to their real estate goals and dreams.



A lifelong resident of Greater Boston, principally in Watertown, John brings 30 years of financial experience in Non-Profit and Corporate environments to his role as Real Estate Consultant. He and his wife, Janet, are the proud parents of three boys and grandparents to seven.

Having bought their home in Watertown in 1982 when the mortgage rate was 17.5%, John has seen the ups and downs of the housing market from a number of perspectives but principally as homeowners. John is very active in the community being a Board Member and Past President of the Watertown Boys & Girls Club, a Board Member of The Friends of Matt Galligan and a former member and Chairman of the Watertown School Committee.

John's goal is to provide a consistently high level of service and support to his clients so that the real estate process is as seamless as possible. To do this, John is teaming up with one of his sons, Mark, so that a buyer or seller would have two agents working for them, The Madden Team. This will enable John's strengths in the financial world to compliment the creative and design strengths Mark brings, to best serve our clients.

In his spare time, John enjoys traveling, especially to Virginia and Pennsylvania to visit his two other sons and their families. John also sings with the St. Patrick's Choir and St. Patrick's Family Players.



Mark was born and raised in Watertown, where he attended Watertown Public Schools. He attended Hobart College in Geneva, New York where he graduated Cum Laude with a double major in Architecture and Art History. During his time in college, Mark traveled to Rome to further his study of architectural design. This experience confirmed his love of residential architecture. Following graduation, Mark knew that he has to return to his roots and follow his desire to become a real estate agent.

Mark and his wife, Kate, live in Metrowest Boston after being married in September of 2012. Mark and Kate are the proud parents of a little girl who was born in 2014. In his spare time, Mark enjoys watching, playing and coaching the game of basketball.

Mark uses his architectural background and years in the service industry to create a knowledge-based, customer first approach for all your real estate needs. He helps to solve problems that arise in order to make a smooth transition, by being available to his clients.

Mark has teamed up with his father, John, in order to help create that seamless transition for all their clients while providing unparalleled real estate services and top-notch customer service.





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Real estate agents benefit from the changing community and the community, we believe, should benefit from real estate agents.

HOPE

Buying or Selling Real Estate?

Trust In Us and We'll Give Hope to Your Favorite Charity!

What is the SOLD for HOPE Pledge?

OUR MISSION:	To raise money and awareness for great causes locally and worldwide
OUR PURPOSE:	To change the real estate industry by giving back to the communities that have given our team so much
OUR PROMISE:	To donate 10% of our net commission to our client's choice of charity while bringing awareness to the organization through social media



The Madden Team
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8-Week Marketing Campaign

Century 21
Commonwealth



The Madden Team SOLD for HOPE

Week 0 (Campaign Setup & Pre-Marketing Setup)

You only have one chance to make a first impression with the consumer. Many agents and brokerages stumble on this step and cost their sellers real money when buyers don't value the home enough to make solid offers. So how can you avoid this misstep? Much of the property marketing campaign rests on the consumer's ability to find your property online... and to find it with the right information. These pre-launch activities, therefore, are designed to seed the marketplace, optimize for SEO, and position the property for the best possible impression right out of the gate.

- ☐ Company branded "For Sale" real estate sign placed on property
- ☐ Seller Info Packet is completed by the client providing insight to selling features, benefits and important marketing factors of property
- ☐ Marketing Narrative and Lifestyle Story for the property, location and neighborhood is drafted with client input
- ☐ Marketing copy for the property is derived from the Marketing Narrative and Lifestyle Story
- ☐ Featured Property Landing Page on The Madden Team website
- ☐ Professional Photos (with address and description in the file name) uploaded to the Featured Property Landing Page
- ☐ Property Tour & Seller Interview Video uploaded to YouTube and embedded on Featured Property Landing Page
- ☐ Property posted to The Madden Team's Facebook and Twitter pages
- ☐ Facebook Ad Campaign starts marketing property (will run for 30 days using 3 different images to split test for best response)
- ☐ Property photos posted on local Craigslist
- ☐ Client shares Featured Landing Property Page on Facebook (and other preferred social channels)
- ☐ Client shares post from The Madden Team's Facebook page on personal profile
- ☐ Showing system set up with customized feedback form and lockbox information
- ☐ Just Listed Postcard to Neighborhood and/or Target Market



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Week 1 (Campaign Launch)

Launch activities built in the Pre-Launch phase by “announcing” the property’s availability through a combination of online and offline channels. By using online marketing to connect with consumers and offline marketing to connect with real estate agents, your property gets the necessary exposure to prospective buyers.

- ☐ Announce new property on market to your national network of real estate agents
- ☐ Announce new property on market to our office colleagues and company (500+ agents)
- ☐ Announce new property to local/regional real estate agent network
- ☐ Property promoted in the MLS and Reverse Prospecting is began to buyer agents
- ☐ Property Video Tour uploaded to personalized website
- ☐ Showcase listing on Realtor.com
- ☐ Promote and Host catered local/regional real estate professional broker’s open house
- ☐ Property Tour uploaded to Realtor.com
- ☐ Property posted on team’s Instagram page
- ☐ Real Estate Flyer PDF designed for the client
- ☐ Client shares Real Estate Flyer PDF with neighbors, friends & family
- ☐ Door to Door “Neighbor’s Open House” invite is distributed via mail or at doors
- ☐ Contacts are made with buyer agents with a history of submitting offers in property’s neighborhood

IF OPEN HOUSE IS SCHEDULED:

- Open House Flyer designed for Client to share with neighbors, friends & family
- Facebook Campaign to promote Open House to people *Likely to Move* residential profile
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social networks)
- Open House posted on Craigslist
- Door Knocking Campaign by team to share Open House Flyer with Neighborhood

ONGOING:

- Facebook Ad Campaign to people *Likely to Move* residential profile
- Featured Property on company website



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Week 2 (Campaign Analysis & Improvements)

Throughout the campaign cycle, our team will be checking the data and evaluating whether the message and images are getting the impressions and Click-Through Rates (CTR) within the desirable ranges. We will be constantly testing and making adjustments as necessary.

- ☐ Campaign results are analyzed and modifications are made to ongoing marketing campaigns
- ☐ Property Tour & Seller Interview Video are uploaded to the team's Facebook page
- ☐ Re-order professional photos in MLS in order to market to different buyer search criteria
- ☐ Decision on whether Open House is feasible to market the home. If yes, then Open House scheduled for WEEK 3 and/or WEEK 4
- ☐ Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels)
- ☐ Open House follow-up with buyer agents and non-represented buyers, including providing feedback to sellers from Open House attendees

ONGOING:

- Facebook Ad Campaign to people *Likely to Move* residential profile
- Featured Property on company website
- Property promoted in the MLS
- Showcase listing on Realtor.com



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Week 3 (Campaign Optimization)

During this phase of the campaign, our team is tracking the efforts of the previous weeks and viewing online and at property traffic. We will be doing our Open House preparation and marketing.

- ☐ Property photos re-posted to Craigslist
- ☐ New Facebook campaign to promote Property Tour & Seller Video
- ☐ Client shares link to Featured Property Landing Page on Facebook (and other preferred social media channels)

IF OPEN HOUSE IS SCHEDULED:

- Open House Flyer designed for Client to share with neighbors, friends & family
- Facebook Campaign to promote Open House to people *Likely to Move* residential profile
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social networks)
- Open House posted on Craigslist
- Door Knocking Campaign by team to share Open House Flyer with Neighborhood

ONGOING:

- Facebook Ad Campaign to people *Likely to Move* residential profile
- Featured Property on company website
- Property promoted in the MLS
- Showcase listing on Realtor.com
- Re-order professional photos in MLS so property's featured photo will target different buying audiences
- Open House follow-up and feedback (if open house hosted)



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Week 4 (Campaign Performance)

There is a constant ebb and flow of marketing activities that start and end simultaneously. This is intentionally designed so a steady stream of online and offline interest is being generated, while ongoing promotion will make sure your property is getting in front of both consumers and to the agents representing those consumers.

- ☐ Campaign results are analyzed and modifications are made to ongoing marketing
- ☐ Facebook Ad Campaign to *Likely to Move* residential profile ends
- ☐ Facebook Campaign to promote Property Tour & Seller Interview Video ends

IF OPEN HOUSE IS SCHEDULED:

- Open House Flyer designed for Client to share with neighbors, friends & family
- Facebook Campaign to promote Open House to people *Likely to Move* residential profile
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social networks)
- Open House posted on Craigslist
- Door Knocking Campaign by team to share Open House Flyer with Neighborhood

ONGOING:

- Featured Property on company website
- Property promoted in the MLS
- Showcase listing on Realtor.com
- Re-order professional photos in MLS so property's featured photo will target different buying audiences
- Open House follow-up and feedback (if open house hosted)



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Week 5 (Campaign Evaluation & Re-Launch)

If there is insufficient interest in the property (lack of traffic & showings, negative feedback on value from people who toured the property) then we will reevaluate the market analysis with you. Research and feedback from the market will give guidance on the price to market the home to sell it within the desired timeframe. Once any price adjustments have been determined, the marketing campaign will be updated and a re-launch will take place.

- ☐ If online traffic is not converting to offline tours, the a price adjustment must be re-assessed to attract more traffic
- ☐ Our team will announce the price adjustment to our national network of real estate agents, office & company colleagues, local/regional network of agents
- ☐ Price updated and promoted on Featured Property Landing Page on team's website
- ☐ Price updated and promoted in the MLS
- ☐ Price updated and promoted on Realtor.com
- ☐ Price updated and Property Photos re-posted on Craigslist
- ☐ New Facebook Ad Campaign marketing the price adjustment to *Likely to Move and Retargeting* team traffic using *Website Custom Audiences*
- ☐ Client shares link to Facebook Property Landing Page on Facebook (and other preferred social channels)

ONGOING:

- Featured Property on company website
- Property promoted in the MLS
- Showcase listing on Realtor.com
- Open House follow-up and feedback (if open house hosted)



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Week 6 (Campaign Analysis & Improvements)

Consistent monitoring of data to determine if the message and images are getting impressions and Click-Through Rates (CTR) is important to present the property in the best possible light in the market. Ongoing campaign improvements and seller support are key to getting the home sold

- ☐ Campaign results are analyzed and modifications are made to ongoing marketing campaigns
- ☐ Decision on whether Open House is feasible to market the home. If yes, Open House is scheduled for WEEK 7 and/or WEEK 8
- ☐ Real Estate Flyer PDF updated for client
- ☐ Client shares Real Estate Flyer PDF with neighbors, friends & family

ONGOING:

- Featured Property on company website
- Property promoted in the MLS
- Showcase listing on Realtor.com
- Re-order photos in MLS so property targets different buyer interests
- Facebook Ad Campaign marketing price adjustment
- Open House follow-up and feedback (if open house hosted)



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Week 7 (Campaign Optimization)

Similarly to Week 3 of the campaign, we will let the efforts from the previous weeks do their work to get more traffic and views. If a decision to host an Open house has been made, preparation for it will also take place.

- ☐ Property photos re-posted on Craigslist
- ☐ Facebook Ad Campaign marketing price reduction ends
- ☐ Client shares 3 professional grade photos of their home on Facebook (and preferred social channels)

IF OPEN HOUSE IS SCHEDULED:

- Open House Flyer designed for Client to share with neighbors, friends & family
- Facebook Campaign to promote Open House to people *Likely to Move* residential profile
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social networks)
- Open House posted on Craigslist
- Door Knocking Campaign by team to share Open House Flyer with Neighborhood

ONGOING:

- Featured Property on company website
- Property promoted in the MLS
- Showcase listing on Realtor.com
- Re-order photos in MLS so property targets different buyer interests
- Open House follow-up and feedback (if open house hosted)





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Week 8 (Agent Network Re-Engagement)

From the very start, we will be communicating with our network of real estate professionals, both local and national, so they will communicate with their buyers.

During this week we will reach out again to our agent network using a direct marketing message to get their attention and get market feedback on the property.

- ☐ HELP email sent to local network of real estate agents
- ☐ HELP social message sent to national network of real estate agents
- ☐ Property Tour & Seller Interview re-posted to team's Facebook page
- ☐ Client shares link to Featured Property Landing Page on Facebook (and other preferred social channels)

IF OPEN HOUSE IS SCHEDULED:

- Open House Flyer designed for Client to share with neighbors, friends & family
- Facebook Campaign to promote Open House to people *Likely to Move* residential profile
- Client shares Facebook Event for Open House on their Facebook Page (and preferred social networks)
- Open House posted on Craigslist
- Door Knocking Campaign by team to share Open House Flyer with Neighborhood

ONGOING:

- Featured Property on company website
- Property promoted in the MLS
- Showcase listing on Realtor.com
- Re-order photos in MLS so property targets different buyer interests
- Open House follow-up and feedback (if open house hosted)



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