

LUXURY LISTING — MARKETING DIRECTIVE

51 Coyote Road

An elevated, multi-market campaign brief for the listing agent of record

Prepared for	[Listing Agent Name], Coldwell Banker [Office]
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Property	51 Coyote Road, Santa Fe, New Mexico
List price	\$1,850,000 (target)
Date	[Date]
Re	Expanded marketing scope — Texas & national luxury reach

Purpose. This brief sets out the marketing scope I expect for 51 Coyote Road. The home is a distinctive Santa Fe property and I want it presented and promoted as such — with professional media, full luxury-network distribution, and active out-of-state targeting (Texas in particular), supported by transparent weekly reporting. I value our working relationship and intend this as a constructive blueprint we execute together.

1. Objective & Positioning

Position 51 Coyote Road as a lifestyle-driven luxury offering rather than a conventional listing. Buyers in this segment are purchasing architecture, light, privacy, and the Santa Fe experience — the marketing should sell that story first and the specifications second.

- Lead with the home’s distinctive character: [list standout features — e.g., adobe/Pueblo Revival architecture, mountain & sunset views, custom artisan finishes, lot size/privacy, outdoor living].
- Target buyer profile: high-net-worth second-home buyers, relocating professionals, and retirees — frequently cash buyers who are less rate-sensitive.
- Primary feeder markets: Texas (Dallas–Fort Worth, Houston, Austin), California, and Colorado, plus qualified national luxury demand.

2. Required Media Package

Before the listing goes live, I expect a complete professional media package. This is the single biggest driver of online engagement for out-of-state buyers who tour digitally before they ever fly in.

- Professional architectural photography, including twilight / golden-hour exterior images.
- Drone / aerial photography and video showing the lot, views, and setting.
- Cinematic lifestyle video walkthrough (60–90 seconds), narrative in tone — not a photo slideshow.

- Matterport 3D virtual tour — essential for remote buyers.
- A dedicated single-property web page with its own URL.
- Light staging / styling consultation as needed to maximize presentation.

3. Distribution & Coldwell Banker Global Luxury

I specifically want the Coldwell Banker Global Luxury program fully activated on this listing — this is a core reason for listing with the brokerage and I expect it leveraged.

- **Global Luxury branding** applied to the listing and all collateral, with placement in the Homes & Estates magazine / digital channels.
- **Network syndication** through Coldwell Banker's luxury referral network — including outreach to CB offices in Texas and California.
- **Portal coverage** confirmed across Zillow, Realtor.com, and Redfin, plus the luxury portals: Mansion Global (WSJ), JamesEdition, and LuxuryHomes.com.
- **MLS copy** written to sell the story, with all professional media attached and correct luxury categorization.

4. Geographic Campaign — Texas & National

Texas is an underexploited opportunity for this home and I want a deliberate paid campaign aimed there, alongside national luxury reach.

Channel	Target	Action
Paid social (Meta / Instagram)	Affluent ZIPs: Highland Park/University Park (Dallas), River Oaks/Memorial (Houston), West Lake Hills (Austin)	Geo + interest-targeted ads featuring the lifestyle video
Portal geo-targeting	Texas-based searchers	Boost listing visibility to TX traffic on Zillow / Realtor.com
Agent-to-agent	TX luxury brokerages & relocation specialists	Direct distribution + CB network blast
National luxury	Qualified \$1.5M+ buyers nationwide	Luxury portals + Global Luxury network

Messaging angle for Texas: “Your Santa Fe escape — a short flight from Dallas or Houston.” Sell the lifestyle delta: climate, art, culture, and space.

5. Reporting & Accountability

I'd like a brief written marketing plan with committed spend, and a standing weekly update. The first two weeks on market are decisive, so early data matters.

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At launch	Written marketing plan + committed budget across the channels above
Weekly	Online views, saves/favorites, showing requests, and source geography (so we can see whether Texas traffic is materializing)
Day 14–21	Joint review of engagement vs. expectations, with a pre-agreed price/media adjustment trigger if activity is soft

Let's align this week. I'm glad to fund a sensible marketing budget where it's clearly deployed against this plan. Please come back with the written plan and proposed spend, and let's set our weekly check-in.