

MARKETING YOUR HOME

The more exposure your home receives, the more opportunity you'll have to achieve your financial and time-oriented goals. In addition to Internet, newspaper and magazine advertising, we attract qualified buyers by using the following methods:

- **Property Flyer** - We prepare a professional marketing sales tool including graphics and highlights of your home to distribute to the brokerage community and potential buyers
- **Multiple Listing Service (MLS)** – Information about your home will be included in the Multiple Listing Service, a database of currently available properties accessible by real estate professionals
- **Other Brokers** - We cooperate with and invite other brokers in the community to tour your home in order to find a buyer
- **Open House** – With your permission, we will host an open home, inviting neighbors and prospective buyers. To ensure your home gets maximum exposure, we'll post your home on OpenHouse.com, an Internet site devoted solely to helping home buyers find open houses online
- **Relocation Connections** - Prospects for your home also come from relocation services, corporations, executive search firms and fellow associates who keep track of potential buyers and maintain relationships with former clients
- **Referral Network** - Weekly sales and periodic regional meetings allow Sales Associates to present new listings. Other Sales Associates then refer to their client databases to identify potential buyers and arrange viewing appointments

We will provide you with periodic status reports including buyer reactions to your home, allowing us to continually evaluate and reassess our marketing strategy.

