

# OUR MARKETING PLAN

**What Distinguishes US from Other Realtors? Why Our Service and Marketing Exceeds the Norm:**

## Basic Marketing (Typical Services Offered by Realtors Who List Your Property)

- ♦ Property posted in IRES MLS (Front Range) w/ 35+ Photos
- ♦ Real Estate Yard Sign w/ Color Brochure
- ♦ **Centralized Showing Service**
  - +Extended Hours to Make Appts: 8am to 8pm Monday through Saturday, 8am to 6pm on Sunday
  - +Brokers Have the Option to Make Showing Appointment on Internet—24/7
  - +Sellers are Promptly Emailed with Feedback by Email from the Showings
- ♦ Configure the Estimated Closing Costs for Seller's Proceeds

**TYPICAL INTERNET EXPOSURE:** (1) [www.Realtor.com](http://www.Realtor.com) (2) [www.coloproperty.com](http://www.coloproperty.com) (3) [www.iresis.com](http://www.iresis.com)  
(4) [www.MyMLS.com](http://www.MyMLS.com) (5) [www.Homes.com](http://www.Homes.com) (6) [www.Trulia.com](http://www.Trulia.com) (7) [www.Zillow.com](http://www.Zillow.com)

## Our Standard Marketing (A Bit More than Most Realtors)

- ♦ Property posted in Denver MLS w/ 35+ Photos (expanded MLS exposure)
- ♦ All Sellers' Disclosures Downloaded in MLS for Selling Broker's for Easy Document Access
- ♦ Threshold Pricing Concept (Doubles Your Marketing Exposure)
- ♦ Double-sided Color Flyers for Interior & Exterior (On Real Estate Sign-Laminated)
- ♦ Order Title Insurance (TBD) if Sellers Choose the Upfront Cost
- ♦ List of Professionals and Area Services (Vendors and Repairman)
- ♦ Enter ALL Property Disclosures on the Internet for Easy Access for Brokers Writing a Contract

## Our Upgraded Marketing & Service (Definitely More than Most Realtors)

- ♦ 50-100 Post Cards (1st week) to Area Neighbors/Renters promoting "Just Listed" & Open House Date
- ♦ 50-100 Post Cards to Area Neighbors/Renters if any Price Adjustment Occurs
- ♦ Up to 1,300 E-mail Color Brochures of Property Emailed (3<sup>rd</sup> week) to Area Realtors
- ♦ Email Color Brochures to Area Realtors with current listings in area as well as to Realtors that have Sold properties in the area in the last year (a half mile radius).
- ♦ Living N Colorado Real Estate Yard Sign w/ Color Brochure (laminated), Solar Lighted Flyer Box, and a Rider with Your Custom Website Address
- ♦ Highlight Cards Posted (Interior) Pointing Out Upgrades/Improvements/Special Features
- ♦ C.L.U.E. Form Given to Seller to Request a History of Insurance Claims

## Our Extreme Marketing (NO Question About it—MUCH MORE Marketing than what Most Realtors Offer)

- ♦ BUY INTERNET URL to Match Your Street Address Example [www.your address.com](http://www.your address.com)
- ♦ DESIGN CUSTOM "Stand Alone" WEB SITE VIA YOUR PROPERTY ADDRESS:
  - +Custom Web Site Address is Posted in ALL Newspaper Advertising, MLS, Flyers, Postcards, & Color Brochures
  - +Sign Rider on Real Estate Sign w/ Your Custom Website Address
- ♦ Virtual Photo Tour with 40+ Photos on Your Custom Website Address
- ♦ Weekly Chart Reflecting Internet Activity/Hits from Visitors to Your Custom Website
- ♦ QR Code (for your custom web site) is posted on flyers which is a digital box for scanning bar codes on mobile devices—takes buyer(s) directly to your custom domain (see graph box below).
- ♦ INTERNET MARKETING: Post your property on [www.craigslist.com](http://www.craigslist.com) with up to 20 photos and repost your listing every seven (7) days for expanded exposure

## First Sunday OPEN HOUSE-

1. Mail 50 to 100 invitations/postcard with website address.
2. Place sign in front yard advertising Open House several days prior to the event.
3. Post the Open House in MLS which rolls over to Zillow and Trulla.
4. Post open house invitation on Facebook (2,227 friends)



## Our Additional Internet Exposure

♦ Coldwell Banker Residential has an extensive Internet presence to include a web syndication featured on more than 600 websites around the globe. Some of the web partners include [www.ColoradoHomes.com](http://www.ColoradoHomes.com), [www.ColdwellBanker.com](http://www.ColdwellBanker.com), [www.Enormo.com](http://www.Enormo.com), [www.Frontdoor.com](http://www.Frontdoor.com), [www.OpenHouse.com](http://www.OpenHouse.com), [www.Oodle.com](http://www.Oodle.com), [www.IHT.com](http://www.IHT.com), [www.CyberHomes.com](http://www.CyberHomes.com), [www.FindAProperty.com](http://www.FindAProperty.com), [www.recolorado.com](http://www.recolorado.com) and many more (ask for list).

- ♦ We create YouTube virtual tours and post them on the Internet
- ♦ Times Call Internet Advertising (30 days)—a total of 90 days in a six-month listing

**Our PRINT Advertisement:** Per Month: 98+ color display ads in area newspapers: Daily Camera (30 days), Times Call (30 days), Broomfield Enterprise (one month of ads), Colorado Daily (22 days), Superior Hometown Newspaper (one month of ads), Erie Hometown Newspaper (one month of ads), Lafayette Hometown Newspaper (one month of ads), and Louisville Hometown Newspaper (one month of ads). The above print advertising will begin one week after posting your property on MLS and alternate every other month for 6 months... a total of 294 print ads in a six-month listing.

## Our Upgraded Custom Services:

1. Special Consultation with Suggestions to Help Sell Your Home Faster
2. We will provide 4 hours of handyman services prior to placing the property on MLS
3. Upon signing the listing agreement, we will secure and pay (up to \$600) at closing for an American Home Shield Warranty Program which is attractive to buyers and will transfer to the new buyers at closing. Insures most major plumbing, heating, cooling, and electrical repairs and charges a modest service call fee of \$75+/- . This insurance begins the day you sign our listing agreement!
4. Coordinate FREE Roof Inspection
5. Suggest/Recommend that Seller Order a Home Pre-Inspection
6. Protect your property by placing a Centrilock (lockbox) for a highly secured/private passcode for documenting all Realtor entries.
7. When buyers call for information about the property, after the conversation, we forward the URL to their cell phones where your custom websites will populate the screen of their smartphone.

## Why Cynthia Arey and Dirk Arnold?

-We have 69 years of combined 'active' real estate sales experience.

-**Team approach:** Our team approach gives buyers and sellers: expanded market exposure; heightens our market reach and marketing approaches; enables increased attention to details; doubles the availability for incoming calls and appointments; adds an abundant amount of 'checks and balances;' allows a greater flexibility that saves time during the entire real estate process; and NO extra fees for the double service. Finally, Coldwell Banker is #1 in sales volume in Colorado and our client will significantly benefit significantly from Coldwell Banker's presence in the marketplace as well as Living N Colorado Real Estate Company in our team approach!

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