

ADVERTISING & MARKETING PLAN!

- ◆ EXCLUSIVE SERENA GROUP "FOR SALE" SIGN ON PROPERTY
- ◆ DIRECT CELL NUMBERS FOR QUICK RESPONSE TO INQUIRIES
- ◆ PLACE LISTING IN REGIONAL MLS - DISPLAYED IN 24 COUNTIES
- ◆ FREE PROFESSIONAL STAGING ADVICE
- ◆ SHOWCASED IN 4 PLACES ON THE SERENA GROUP WEBSITE & BLOGS
- ◆ ADVERTISED IN "THE REAL ESTATE BOOK" MAGAZINE & WEBSITE (SARASOTA & MANATEE)
- ◆ ADVERTISED IN "THE HOMES & LAND OF MANATEE" & WEBSITE
- ◆ FEATURED ON ENHANCED REALTOR.COM WEBSITE
- ◆ FEATURED ON KELLER WILLIAMS.COM WEBSITE
- ◆ INTERNET EXPOSURE ON OVER 50 OTHER WEBSITES
- ◆ POSTED ON INTERNATIONAL LISTING WEBSITES
- ◆ WEEKEND OPEN HOUSES FOR THE PUBLIC (AS REQUESTED)
- ◆ PROPERTY PROMOTED AT MLS MEETINGS FOR ALL MANATEE COUNTY REALTORS
- ◆ PROPERTY PROMOTED AT KW WEEKLY SALES MEETINGS
- ◆ DIRECT MAIL "JUST LISTED " POSTCARDS
- ◆ PROFESSIONAL PHOTOS & VIRTUAL TOURS
- ◆ CREATE & DISTRIBUTE PROMOTIONAL FLYERS
- ◆ ELECTRONIC LOCKBOX FOR EASY AGENT ACCESS & SECURITY
- ◆ CENTRALIZED SHOWING SERVICE FOR SCHEDULING SHOWINGS
- ◆ E-MAIL NOTIFICATIONS TO OTHER AGENTS & PUBLIC
- ◆ KELLER WILLIAMS REFERRAL SYSTEM WORLD WIDE
- ◆ MARKET UPDATES FROM MLS
- ◆ PROMOTED ON SOCIAL NETWORK WEBSITES: FACEBOOK, TWITTER, MYSPACE, ACTIVE RAIN, AND CRAIG'S LIST
- ◆ YOUR LISTING IS "TWEETED" ONCE A WEEK ON TWITTER!
- ◆ SHOWCASE BLOG POSTED FOR YOUR LISTING
- ◆ SPECIAL CLIENT MARKETING PAGE ON SERENA GROUP WEBSITE
- ◆ SINGLE PROPERTY WEBSITE ON REAL BIRD
- ◆ SMART PHONE APPLICATION FOR INSTANT PROPERTY INFORMATION