

MARKETING PLAN

To expose your home to as many qualified Buyers as possible, these tools will be utilized:

OFFICE TOUR: I will personally arrange a tour of your home for all sales agents in my office. Fuller Towne & Country Properties believes in the importance of property tours and make it a part of our Wednesday staff meeting. Our agents will give their objective opinion as to listing price and provide suggestions for any additional ways to make your home even more marketable to the buyer.

MLS (MULTIPLE LISTING SERVICE): I will submit your property into the MLS computer listing service. As a result, your home will be exposed to over 2000+ agents throughout the metro area. Licensed realtors can obtain information through the standard MLS system and/or the Internet at www.myls.com for property description, map and agent information. MLS listing information is also automatically downloaded to and available to the public at www.realtor.com.

SIGNAGE: I will place a professional sign at your property to provide drive-by exposure. A brochure box may also be attached to the sign for those passing by to take and review. For agent access, a specially coded lock box is placed on the door or other specified location.

BROCHURE: I will produce a unique information pamphlet highlighting key selling points and “glowing” description of your home for prospective buyers. In some instances this will include a color photo and/or floor plan (as deemed necessary). This brochure will be available at the property.

AGENT EXPOSURE: I will make personal calls to specific brokers within the real estate community to make them aware of your new listing.

FLYERS/MAIL-OUTS: I will produce a professional looking flyer highlighting the main features of your home and distribute to surrounding areas and/or selected mailing list. (as deemed necessary)

ADVERTISING: I will place a line ad or photo ad in the local media. (as deemed necessary)

INTERNET WEB SITES: I will market your property on several different web sites; www.fullerproperties.com, www.realtor.com, www.myls.com, www.post-newsclassified.com, and www.recolorado.com.

OPEN HOUSE: I will hold an open house for the public, as agreed upon by listing agent and seller. (as deemed necessary)

BROKER OPEN HOUSE: I will hold an open house for brokers. Invitation via flyer distribution to the realtor community...usually mid-day Wednesday. (as deemed necessary)

CLIENT MAILING: I will send a brochure to my clients with a letter encouraging them to pass this information on to anyone who might be looking for a new home. (optional)

EVALUATE PROGRESS AND ACTIVITY: I will communicate/provide feedback to the seller regarding showings. Based on comments and showing activity, we will discuss and/or I will recommend additional steps necessary to market your home.