

**Marketing Plan of Action**  
RE/MAX Realty Specialists  
Roger Voisinet

For: Your Home Here



**First Week of each month:**

Professional flyer(s) made. Flyer will also have vicinity map, tax map or plat and description and stress the unique features of these properties. Distributed to every realtor every month.

Mortgage lender analysis calculated for typical buyer and customized for your home sale. This information along with floor plan, tax map, vicinity map, community information, disclosure or disclaimer, utility estimates and personal owners statement will be included in home book for all visitors to study when at the home.....thorough explanation of the home will reduce questions and enhance understanding and reaction to your home.

Net Card emailing



400 local realtors, 28 commercial realtors, out of town farm and estate realtors and a select list of RE/MAX brokers around the country. Additionally, 5000 residential realtors from all over the country who belong to the Real Estate Cyber Society, as I do, will receive this net card via the listservice of the Cyber Society. Over 6000 email names in all. Instant exposure before even the MLS computer.



Your home and land will also be on the Largest national Web site , [www.realtor.com](http://www.realtor.com) via my subscription (the National Association of Realtors Web Site) and also to RE/MAX Internationals' Web site.



If wanted a brochure box installed outside home without price of home-to

ensure that serious buyers call us so we can sell them on the features of the home

Professional sign(s) installed at home if wanted. Lock Box installed- assures availability when buyers are most enthusiastic about seeing your home or showings can be by appointment only.

Entry in Charlottesville MLS system as well as Culpeper MLS system with additional listings on Local Association of Realtors internet site. This insures exposure from the DC area to Lynchburg via approx. 1600 active realtors

### Second and third weeks:

Advertising in Real Estate Weekly or Daily Progress Homes Publications every week. Front cover of Daily Progress' Homes magazine when available (rotating basis) Advertising in the Display Section of the Sunday Daily Progress two times per month. Fine Properties Issue of Real Estate Weekly and Home Search Magazine of Central Virginia.

Mailing to my mailing list of about 350 (as of Dec 1999) interested in purchasing a home or land in this price range. Mailing to custom list of individuals who are interested in county properties ...Individual mailing will get the right people's attention.

[Custom-made web made and page placed on my award-winning Home Page.](#)



This web page receives over 4000 unique visits each month ...increased exposure electronically for electronic shoppers, soon-to-be visitors of Charlottesville and world wide audience.

Real Estate Hot Line fax back utilized....mailbox reserved in my Hot line computer which gives voice messages and faxed information to any caller day or night 24 hours per day. Try it....979-5897 ref #1180 for relo info or 1040 for a typical property. (Local Charlottesville calls only)



School Report made for the local schools that this property is located in. This is a paid for subscription-only service that produces a 20 page detailed report of each school available only through me.



Feedback on showings to you so you know what everyone is thinking and constant communications with us via 24 hour voice mail, mobile or with our staff at office: Linda or Winston.....good communication is essential to a successful transaction.

Prequalify prospective buyers to see if they can afford to purchase your property

Third and fourth weeks:

Ads in out of town newspapers such as Richmond Times Dispatch, Washington Post and/or NY Times



Slide show presentation made on portable laptop computer to show prospects your property.

by: \_\_\_\_\_  
Roger Voisinet  
Associate Broker  
RE/MAX Realty Specialists



