

marketing & pricing strategy

our 45 point marketing system

1. Buyers Brochures ~ professionally designed
 - a. On display in the home, for easy access
 - b. On display with For Sale sign

10. Re/Max Select. Top producing #1 Office promotes your home (see Market Share graph)

15. Target Investors circle / suitable demographic Buyers

18. Hot Off The Press "New Listing" E-Flyer
 - a. Westside Realtors
 - b. Eastside Realtors
 - c. Buyer and Contact Database
 - d. Re/Max International

20. Open House E-Flyer to all of the above

35. Showings strategically timed to attract high Buyer traffic

39. Multilingual team to communicate with International Buyers
~English, French, Spanish, German