

Real Estate Listing MARKETING PLAN

When You Want an
“Unfair Marketing Advantage”
Selling Your Home



Jeff Bolander, Realtor®

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Homestead Office (800)339-4444

4sale@jeffbolander.com

www.jeffbolander.com

www.twitter.com/JeffBolander

www.YouTube.com/WIRealEstate



EHO

INTERNET

8 out of 10 buyers found their home on the Internet!

Your property with full descriptions, 9-40 photos and *video* will be included on the following web sites:

Multiple Listing Services

- South Central Wisconsin (SCW) MLS (covers Rock, Green & Dane)
- Milwaukee Metro (MM) MLS (covers Walworth & Jefferson)
- WIREX MLS (All So Wisconsin, Milwaukee and Fox Valley areas)
- Northern Illinois MLS (covers Chicago to the Rockford MLS)
- Rockford MLS (covers Winnebago, Ogle & Boone counties)



JeffBolander.com - Your listing highlighted and all MLS listings

OpenHousesandMore.com - All the Open Houses in Rock County and all the MLS

HeresYourKeys.com - Real Estate marketed to Northern Wisconsin and the Western U.P. of Michigan

Realtor.com - the most used *national* Real Estate web site

WisconsinHomes.com - contains all SCW MLS listings

WiHomes.com - contains all MM MLS listings

HomesteadRealtyInc.com - contains all MLS listings

YouTube.com - general directory

YouTube's Wisconsin Real Estate Channel - youtube.com/WIRealEstate

UpNorthVideos.com

Banner Ad Network

Banners for JeffBolander.com, OpenHousesandMore.com, and HeresYourKeys.com are run on each other and: UpNorthFishing.com, UpNorthSnow.com, UpNorthResorts.com, UpNorthSidewalk.com, eRoomFinder.com, UpNorthFishingPhotos.com, PostHighSchoolPlanning.com, myFridayFishFry.com, UpNorthSilentSports.com, UpNorthFishingGuides.com, UpNorthVideos.com with more being added all the time.



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LISTING MARKETING PLAN

VIDEO TOUR

75% of 1st time home buyers are 21-29 years old.

I communicate the way they communicate. I make your information and videos available via PodCasts, RSS feeds and the MobileNet.



Your Home's Video Will Be Posted on:

YouTube.com, YouTube's Wisconsin Real Estate Channel (youtube.com/WIRealEstate), JeffBolander.com, UpNorthVideos.com and the MLS Listing sites.

Each Video tour includes custom narration, professional editing, music background, custom captions, and full distribution to the video and pod casting sites mentioned earlier in this marketing packet.



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PUBLICATIONS

Your property with descriptions and photo(s) will be included on the following print media as is applicable:

Monthly Newsletter:

I publish and distribute a monthly communication to all my clients, friends and family.

Post Cards:

I send out announcement post cards in your neighborhood for listing your home and for your Open House dates.

Newspapers when appropriate:

Janesville Gazette, Chicago Tribune, Milwaukee Journal-Sentinel, Rockford Register Star & Wisconsin State Journal, Monroe Times, Janesville Gazette, Milton Courier, Whitewater Register, Clinton Topper, Orfordville and Footville News.

Real Estate Magazines when appropriate:

Rock County Homes Marketplace Real Estate Guide
The Janesville Gazette Real Estate for Today
Today's Real Estate Magazine in Walworth, Rock and Green counties
Farm & Home Magazine which covers north and northwest of Chicago
Executive Homes and Christy's Great Estate magazines



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MISCELLANEOUS

Your potential buyers will be exposed to the sale of your property in many other ways.

Open House(s)

Sunday and Saturday Open Houses can be held showcasing your property.

Flyers

Special Flyers will be e-mailed to every Realtor and other members of the MLS so they will be thoroughly educated on your property so they can notify any of their current clients whom might have a potential interest.



Just Listed Postcards

Mailing(s) include your neighborhood and others

Office Networking

Our office agents (more than 250) will be thoroughly educated on your property to become familiar with it so they can notify any of their current clients of their potential interest.

E-mail Campaigns

NOT SPAM! I have accumulated an e-mail list of folks who want to be notified when a new property of their interest hits the market.

Relocation Network

Homestead has a national relocation network.

Expanded Yard Sign Marketing

Your yard sign will include phone numbers and web site addresses where they can get information on your property right from their car or home.



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