

# Selling Real Estate



## WHAT TO EXPECT WHEN SELLING REAL ESTATE

### Attracting Buyers to Your Home

The foundation of our ability to attract a large, qualified audience is our offering of comprehensive homeownership services — Buying, Selling, Mortgage, Title & Closing, Relocation, and Home Warranty. By presenting this breadth of service offering to potential home buyers, we enhance the power of our brand for our home seller clientele; experience has proven to us that the stronger our brand is, the greater the intrinsic value it brings to our clients' homes, as it distinguishes them from others in the market.

It is important, then, that we have in place a brand strategy that creates awareness and equity. We also need to drive consumers to our websites, as this is the preferred place for them to gather information. By utilizing a variety of mediums — television, direct mail, magazines, email marketing — on regional and national levels, we can accomplish both simultaneously.

The advent of the internet has had a profound effect on the processes of selling and buying real estate. Newspapers, once the powerhouse of real estate advertising, have become far less important today, and have but a small percentage of the impact they once enjoyed. Today, it is not to newspapers but to the internet that people first turn to for information.

As this shift has become widespread, the demand for robust websites that are rich with useful data and powerful tools has grown, creating an open environment where detailed information about properties for sale is shared with and accessible to anyone. We believe that this progression is a positive influence on the market. Greater access to information creates a more informed client for us, with whom we are capable of having a deeper, more valuable relationship.

Our website provides a comprehensive suite of online tools, including mortgage calculators, automated email notifications to buyers of new listings and open houses, as well as wireless features for cell phones. It also allows prospective buyers to search and analyze every property we have listed for sale, as well as all MLS-listed properties. Each listing shown on our sites includes a detailed description and an array of photographs — together, they provide the user with a thorough understanding of the property.

A meaningful online presence, though vitally important, is but one of a group of advertising and marketing tools that, in combination, help us to reach the broadest audience of prospective buyers. More and more, the traditional role of the newspaper in real estate advertising is being overtaken by a variety of other,

more popular mediums. Some of these have a very direct relationship to an individual listing, while others are less tangible, speaking to the buyer audience with larger, more 'big-picture' messaging — all are indispensable.