



## Marketing Program

- ✓ Team Approach - 3 Realtors and 1 Assistant working for you
- ✓ Experience - licensed for over 6 years and over 200 families served
- ✓ Expertise in Marketing and Negotiation
- ✓ Comparative Market Analysis - 85% of marketing your home is in pricing it correctly
- ✓ Large Yard Sign - for maximum visibility
- ✓ Directional Signs - located at a subdivision entrance or the nearest cross street
- ✓ Sign Riders - acreage, virtual tour, available, gorgeous inside, home warranty, etc.
- ✓ Property Profile Notebook - includes flyers, MLS information, plat map, CC&R's
- ✓ Top Quality Flyers - custom designed (\*flyers at the property and on multi-listing flyers at every property)
- ✓ Lockbox - only licensed agents will have access to your home
- ✓ MLS - over 5000 Realtors® will immediately receive your home's information
- ✓ Virtual Tour - 360house.com and several other national websites
- ✓ The Newhouse Team™ Website - newhouseteam.com
- ✓ Keller Williams Website - KW.com
- ✓ Realtor.com Website / Craigslist.com Website / Zidaho.com Website / and other affiliated websites partnering with Keller Williams Realty
- ✓ Staging Consultation (if needed)
- ✓ Presentation of the Listing at Keller Williams Team Meeting - Average 100+ Realtors®
- ✓ Email & Mail Listing - to current buyer clients and entire database of 200 families
- ✓ E-Flyer - full color e-flyer distributed to 5000+ Boise and Treasure Valley Realtors®
- ✓ Network - with other Realtors® and business professionals
- ✓ Agent-Hosted Open House (\*Broker Open House for luxury properties only)
- ✓ Targeted marketing to specific buyer pool (those buyers most likely to buy your home)
- ✓ Showing Feedback - Retrieving what other agents & potential buyers think of the home
- ✓ Marketing Services Report - weekly showing/marketing activity report emailed to you
- ✓ State of the Market Report - monthly report of new listings/sold homes in your area
- ✓ Virtual Tour Report - monthly report of the number and type of views your listing has received
- ✓ Consultations - regular meetings to discuss pricing adjustments, marketing and services  
(\*either via phone or sit-down meetings)