

## Sue's Marketing Suggestion... 😊

### Condominium Listing

**A place to “hang your hat”...**and soooo much more! Condominium style living has certainly increased in popularity over the years offering a low maintenance lifestyle that can be suited to all walks of life...especially busy/working singles and retired folks. Affordability sparks interest to the first time home-buyers and location and low-maintenance are key factors for many retired folks as they realize they may not be able to drive 'down the road' let alone push a lawn mower ! These are good points to push and by using your Excalibur 1-800 #...you can load up one of your assigned codes with all the ammo you need to tackle the competition.

**Step 1>** Record your marketing message into one of your assigned codes. Paint your caller an audio picture of your Condo listing. Make your voice sound excited and upbeat.

For Example:

“Fabulous views from this absolutely stunning 9<sup>th</sup> floor condo will literally take your breath away and it's conveniently located close to shopping, parks and bus stops!! Excellent south-west corner location overlooking Juno Straight with amazing views of the Olympia Mountains and of course sunsets to die for!! As soon as you walk in the door of this impeccable 2 bedroom, 2 bathroom 1290 square feet condo... you can't help but imagine yourself relaxing by the brilliant gas fireplace on a cool evening...or lounging in the sunshine on your spacious deck the next day. The kitchen is a “Cook's delight” with a super handy island and entertainment sized eating area. Building features include secure underground parking, large storage lockers and a well-equipped recreation room.

A diamond in the rough that won't last long...for your private showing press 6 and leave your name and phone number... thank you!

**Step 2>** Do not forget to add a sign rider with your 1-800# and assigned code to your for sale sign.

**Step 3>** Prepare ad copy for different media...be sure to utilize “ad-tracker” to track your callers and measure return on your advertising investment.

**Step 4>** If you maintain your own web site, then add the audio E-Ad (hyperlink) to your listing. We emailed it to you after you recorded the message on your listing.

It will look like this <http://www.excal-com.com/3025/3025/209.asf>

#### Display ad example for Real Estate Magazine 1



#### **Spectacular Corner Condo**

South west corner,  
2 bd, 2 bath, 1290  
square feet condo.  
Active never ending  
mountain and sea  
views. Complex  
loaded with  
features. Please call  
1-800-xxx-xxxx  
enter code 2091

**Helen Highrise – Your Condo Specialist**

ABC Realty of Somewhere

**Display ad example for Real Estate Magazine 2**

	<p><b>Spectacular Corner Condo</b>                  South west corner, 2 bd, 2 bath, 1290 square feet condo. Active never ending mountain and sea views. Complex loaded with features. Please call 1-800-xxx-xxxx enter code 2092</p>
<p><b>Helen Highrise – Your Condo Specialist</b>                  ABC Realty of Somewhere</p>	

**Display ad example for Pull tab flier on the condo complex bulletin board 3**

<p><b>Fabulous views from this absolutely stunning 9<sup>th</sup> floor condo.</b></p>	
<p>Excellent south-west corner location overlooking Juno Straight with amazing views of the Olympia Mountains. As soon as you walk in the door of this impeccable 2 bedroom, 2 bathroom 1290 square feet condo... you can't help but imagine yourself relaxing by the brilliant gas fireplace on a cool evening...or lounging in the sunshine on your spacious deck the next day. The kitchen is a "Cook's delight" with a super handy island and entertainment sized eating area.</p>	
<p>Please call 1-800-xxx-xxxx enter code 2093</p>	
<p><b>Offered for sale by Helen Highrise – Your Condo Specialist</b>                  ABC Realty of Somewhere</p>	
<p>800-874-5451 code 2073</p>	<p>800-874-5451 code 2073</p>
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**Classified ad example for Real Estate section Newspaper 4**

<p><b>Spectacular Corner Condo</b>                  South west corner, 2 bd, 2 bath, 1290 square feet condo. Active never ending mountain and sea views. Complex loaded with features. Please call 1-800-xxx-xxxx enter code 2094  <b>Helen Highrise</b>  <b>Your Condo Specialist</b>                  ABC Realty of Somewhere</p>
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**Example of Ad tracking**

Media	Code 209	Week 1 Calls	Week 2 Calls	Week 3 Calls	Week 4 Calls	Week 5 Calls
Real Estate Mag. 1	1					
Real Estate Mag. 2	2					
Bulletin Board flyer	3					
Newspaper Classified	4					
Water Front property flyer	5					
Radio Ad	6					
Co-op Ad campaign	7					

Sue