

Sue's Marketing Suggestion... 😊

Farm or Ranch Listing

Giddy-up... don't wait till the cows come home!! Farms are fun...put your gum boots on and get right "into" it. Walking the whole property and viewing all the out buildings is a good start! Doodle around the main "farm-house" jotting down all necessary particulars and then be sure to get your Excalibur 1-800 # to be your #1 "farm/ranch hand".

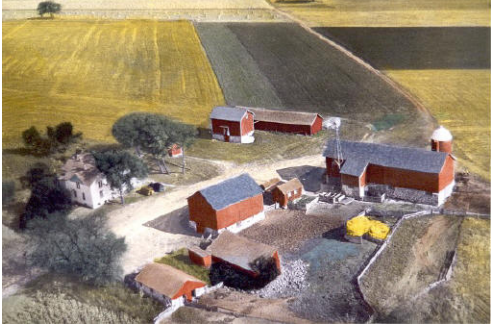
Step 1> Record your marketing message into one of your assigned codes. Paint your caller an audio picture of your farm listing. Make your voice sound excited and upbeat.
For Example:

"A very rare opportunity in our area, a chance to own a 22.36 acre farm, close to town with a large family home. Several sturdy out buildings and a quaint separate cottage presently renting for \$450/mth. The main 4 bedroom, 3 bathroom home is immaculate throughout with a beautifully spacious rise and shine eat in kitchen that leads to that oh so handy laundry, utility, mud room. Out buildings include a deluxe chicken coop with a 30' by 50' pen with run, a totally equipped green house and your typical solid barn with 4 horse stalls, tack room and hay-loft. All fences on the property have been kept in excellent repair, there is also a fabulous ½ acre organic garden, a small apple orchard and at least 5 acres of merchantable timber at the back of the property. Properties such as this rarely come along. For a private showing please press 6 and leave your name and phone number."

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.

Display ad example for Real Estate Magazine 1

	<p>Rare Farm Property Once in a life time opportunity to own 22.36 acre farm with large 4bdrm 3bth family home. Several out buildings and a quaint separate cottage presently renting for \$450/mth. Please call 1-800-xxx-xxxx enter code 2071</p>
<p>Christy Wheatcroft – Land & Farm Specialist ABC Realty of Somewhere</p>	

Display ad example for Real Estate Magazine 2



Rare Farm Property
 Once in a life time opportunity to own 22.36 acre farm with large 4bdrm 3bth family home. Several out buildings and a quaint separate cottage presently renting for \$450/mth. Please call 1-800-xxx-xxxx enter code 2072

Christy Wheatcroft – Land & Farm Specialist
 ABC Realty of Somewhere

Display ad example for Real Estate section Newspaper 3



Rare Farm Property
 Once in a life time opportunity to own 22.36 acre farm with large 4bdrm 3bth family home. Several out buildings and a quaint separate cottage presently renting for \$450/mth. Please call 1-800-xxx-xxxx enter code 2073

Christy Wheatcroft – Land & Farm Specialist
 ABC Realty of Somewhere

Classified ad example for Real Estate section Newspaper 4

Rare Farm Property
 Once in a life time opportunity to own 22.36 acre farm with large 4bdrm 3bth family home. Several out buildings and a quaint separate cottage presently renting for \$450/mth. Please call 1-800-xxx-xxxx enter code 2074
Christy Wheatcroft – Land & Farm Specialist
 ABC Realty of Somewhere

Example of Ad tracking

Media	Code 207	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					
Newspaper Display	3					
Newspaper Classified	4					
Water Front property flyer	5					
Radio Ad	6					
Co-op Ad campaign	7					