

## Sue's Marketing Suggestion...😊

### Residential Listing

**"Home sweet home"..."home** is where the heart is"...country road take me **home**"... any way you look at it ...there`s nothing quite like **"home"**. In turn ...your residential **"home"** listing may well be the most important purchase and move in your client's life.

No matter what your listing...small, medium, grande...brand new, new-ish, old, heritage, you have **something** for **somebody**. Of course, ... "hellooo"... \$ price \$ and "location" are two major factors...especially in a softer market. Your Excalibur 1-800 # will give you an edge on the competition...but be sure to add some sizzle to the steak!

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

For Example:

An oldie but a goodie!!...you will love this one of a kind, charming 2400 square foot 3 bedroom 2 bathroom gracious character home located on a quiet tree lined street right in the heart of desirable Fairfield. The entry alone will have you in awe... gleaming original hard wood floors leading to the most glamorous winding staircase and every room boasts 9 foot ceilings with the original elegant moldings. Gorgeous stained glass French doors open to the exquisite dining room and a swing door leads to the bright, spacious kitchen which has been totally upgraded. Other features include the luxurious Jacuzzi tub in the grand master en-suite, majestic river rock fireplace in the den and a flourishing flower garden out- lines the relaxing front Veranda. A gem 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/3025/3025/201.asf>

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



#### **An Oldie but a Goodie**

Charming 2400 sq ft 3 bd 2 bth landmark house located on a quiet tree lined street right in the heart of desirable Fairfield. Sell your car, you can walk to everything. This character home is priced to sell quickly.

Please call 1-800-xxx-xxxx enter code 2011

**Charles Newcastle – Old Characters House Specialist**

ABC Realty of Somewhere

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



**Fairfield McMansion**

Charming 2400 sq ft 3 bd 2 bth huge house located on a quiet tree lined street right in the heart of desirable Fairfield. Sell your car, you can walk to everything. This character home is priced to sell quickly. Please call 1-800-xxx-xxxx enter code 2012

**Charles Newcastle – Old Characters House Specialist**

ABC Realty of Somewhere

**Display ad example for Real Estate section Newspaper 3**



**Fairfield Landmark**

Charming 2400 sq ft 3 bd 2 bth McMansion located on a quiet tree lined street right in the heart of desirable Fairfield. Sell your car, you can walk to everything. This character home is priced to sell quickly. Please call 1-800-xxx-xxxx enter code 2013

**Charles Newcastle – Old Characters House Specialist**

ABC Realty of Somewhere

**Classified ad example for Real Estate section Newspaper 4**

**An Oldie but a Goodie  
Priced to sell!**

Charming 2400 sq ft 3 bd 2 bth renaissance home located on a quiet tree lined street right in the heart of desirable Fairfield. Sell your car, you can walk to everything. This character home is priced to sell quickly. Please call 1-800-xxx-xxxx enter code 2014

**Charles Newcastle  
Old Characters House  
Specialist**

ABC Realty of Somewhere

**Example of Ad tracking**

Media	Code 201	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					