

Sue's Marketing Suggestion... 😊

Waterfront Listing

Make a Splash... One thing they aren't building any more of is "Waterfront"..... so there's nothing quite like that Waterfront listing! Whether it's a mansion on a fabulous beach or a cozy cottage on a peaceful lake...it's exciting!! Be sure to get your Excalibur 1-800 # working for you big time!

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

For example:

"This amazing 3 bedroom, 2 bathroom, waterfront home sits on a secluded one acre parcel of land on Beacher Bay.

When you walk in the front door of this 1999 open architecture home, the most picturesque waterfront view explodes in front of you.

Imagine yourself preparing breakfast in your gourmet kitchen while watching a jumping salmon cause ripples on the shimmering surface of Beacher Bay.

You will enjoy many breathtaking sunsets from the new 900 square foot deck.

If you enjoy walking in sand, just kick off your shoes and take a stroll down this fabulous stretch of beach.

This immaculate home had a 2006 major make over by the renowned home decorator Francisco Martinas.

For a private showing of this property 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>Water Front Property 3 bedrooms, 2 bath waterfront home on one acre on Beacher Bay. This immaculate home had a 2006 major make-over by the renowned home decorator Francisco Martinas. Showings by appointment ONLY. Please call 1-800-xxx-xxxx enter code 2051</p>
<p>Charles Rockwell – Water Front Property Specialist ABC Realty of Somewhere</p>	

Display ad example for Real Estate Magazine 2

	<p>Water Front Property 3 bedrooms, 2 bath waterfront home on one acre on Beacher Bay. This immaculate home had a 2006 major make-over by the renowned home decorator Francisco Martinas. Showings by appointment ONLY. Please call 1-800-xxx-xxxx enter code 2052</p>
<p align="center">Charles Rockwell – Water Front Property Specialist ABC Realty of Somewhere</p>	

Display ad example for Real Estate section Newspaper 3

	<p>Water Front Property 3 bedrooms, 2 bath waterfront home on one acre on Beacher Bay. This immaculate home had a 2006 major make-over by the renowned home decorator Francisco Martinas. Showings by appointment ONLY. Please call 1-800-xxx-xxxx enter code 2053</p>
<p align="center">Charles Rockwell – Water Front Property Specialist ABC Realty of Somewhere</p>	

Classified ad example for Real Estate section Newspaper 4

<p>Water Front Property 3 bedrooms, 2 bath waterfront home on one acre on Beacher Bay. This immaculate home had a 2006 major make-over by the renowned home decorator Francisco Martinas. Showings by appointment ONLY. Please call 1-800-xxx-xxxx enter code 2054 Charles Rockwell – Water Front Property Specialist ABC Realty of Somewhere</p>
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Example of Ad tracking

Media	Code 205	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 flier	5					
Radio Ad	6					
Co-op Ad campaign	7					

Sue