

# Real Estate Listing MARKETING PLAN

When You Want an  
***“Unfair Marketing Advantage”***  
Selling Your Home



**Jeff Bolander, Realtor®**

PO Box 2089

Woodruff, WI 54568-2089

Mobile Office (715)892-2751

Homestead Office (800)339-4444

[4sale@jeffbolander.com](mailto:4sale@jeffbolander.com)

[www.jeffbolander.com](http://www.jeffbolander.com)

[www.twitter.com/JeffBolander](http://www.twitter.com/JeffBolander)

[www.YouTube.com/WIRealEstate](http://www.YouTube.com/WIRealEstate)

[www.facebook.com/northwoods.real.estate](http://www.facebook.com/northwoods.real.estate)



# INTERNET

## 8 out of 10 buyers found their home on the Internet!

Your property with full descriptions, 9-40 photos and *video* will be included on the following web sites:

### Multiple Listing Services

Greater Northwoods MLS covering greater Northern Wisconsin

**JeffBolander.com** - Your listing highlighted and all MLS listings

**HeresYourKeys.com** - Real Estate marketed to Northern Wisconsin and the Western U.P. of Michigan

**Realtor.com** - the most used *national* Real Estate web site

**HomesteadRealtyInc.com** - contains all MLS listings

**YouTube.com** - general directory

**YouTube's Wisconsin Real Estate Channel** - [youtube.com/WIRealEstate](http://youtube.com/WIRealEstate)



### Banner Ad Network

Banners for JeffBolander.com, and HeresYourKeys.com are run on each other and: UpNorthFishing.com, UpNorthSnow.com, UpNorthResorts.com, UpNorthSidewalk.com, eRoomFinder.com, UpNorthFishingPhotos.com, PostHighSchoolPlanning.com, myFridayFishFry.com, UpNorthSilentSports.com, UpNorthFishingGuides.com, with more being added all the time.



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LISTING MARKETING PLAN

# VIDEO TOUR

**75% of 1st time home buyers are 21-29 years old.**

I communicate the way they communicate. I make your information and videos available via PodCasts, RSS feeds and the MobileNet.



**Your Home's Video Will Be Posted on:**

YouTube.com, YouTube's Wisconsin Real Estate Channel ([youtube.com/WIRealEstate](http://youtube.com/WIRealEstate)), JeffBolander.com, and the MLS Listing sites.

Each Video tour includes custom narration, professional editing, music background, custom captions, and full distribution to the video and pod casting sites mentioned earlier in this marketing packet.

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# PUBLICATIONS

Your property with descriptions and photo(s) will be included on the following print media as is applicable:

**Monthly Newsletter:**

I publish and distribute a monthly communication to all my clients, friends and family.

**Post Cards:**

I send out announcement post cards in your neighborhood and others

**Newspapers** when appropriate

**Real Estate Magazines** when appropriate



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# MISCELLANEOUS

Your potential buyers will be exposed to the sale of your property in many other ways.

## Open House(s)

Sunday and Saturday Open Houses can be held showcasing your property.

## Flyers

Special Flyers will be e-mailed to every Realtor and other members of the MLS so they will be thoroughly educated on your property so they can notify any of their current clients whom might have a potential interest.



## Just Listed Postcards

Mailing(s) include your neighborhood and others

## Office Networking

Our office agents (more than 250) will be thoroughly educated on your property to become familiar with it so they can notify any of their current clients of their potential interest.

## E-mail / Twitter / Facebook Campaigns

NOT SPAM! I have accumulated an list of folks who want to be notified when a new property of their interest hits the market.

## Relocation Network

Homestead has a national relocation network.

## Expanded Yard Sign Marketing

Your yard sign will include phone numbers and web site addresses where they can get information on your property right from their car or home.



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