



## Marketing Strategies

*Flexibility and creativity are the keys to your successful marketing plan in the ever changing market.*

### • **MLS Listing**

The MLS puts your listing in front of every Realtor in North Texas. Over 90% of homes sold are through the MLS by another agent. I offer a full 3% commission to the buyer's agent. This is out of the total commission and gives you maximum exposure at a minimum cost.

### • **Internet Presence**

Your listing will appear on all of the internet sites that pull listings from the MLS, including Realtor.com, NTREIS Translator, and other member's websites. This puts your listing in front of EVERYONE in the world with internet connectivity. All of my listings on Realtor.com are enhanced for maximum exposure. This means extra photos and customized information are added. In addition I can send you reports on how many times your listing was viewed on Realtor.com, as well as detailed showing reports complete with feedback.

### • **Mortgage Company Cooperation**

I actively market with mortgage companies to secure prequalified buyers. This can include flyers & signs that help attract the attention of buyers to your property.

### • **Flyers**

Flyers are provided for the interior of the property as additional information for buyers to take with them during showings. Exterior flyers can be a part of the marketing plan, depending on the property & sellers desires. All flyers are color, and contain at least one photo of your property.

### • **Open Houses**

Open houses can be a part of the marketing plan, depending on the property & sellers desires.

*Procuring a willing and able buyer is only part of the process.*

*Make sure you have a strong trained negotiator on your side to get you through the multiple levels of contract negotiations.*

Please disregard if you are currently represented by another real estate broker.  
It is not our intention to solicit the offerings of other real estate brokers.