

Burford & Henry

Real Estate Services

10189 Route 322 Shippenville, PA 162254

www.burfordandhenry.com

Sales • Appraisals • Management • New Construction

"Something Different"

Phone: 814-227-7355

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FULL SERVICE MARKETING PLAN

Our goals are:

1. To help you get your property sold.
2. To help you get where you want to go on time.
3. To make it easier for you.

Marketing Plan

1. **Pricing.** We will assist you with pricing your property based on a competitive market analysis. This will help you to set the best price on your property so that it will sell within your time frame. Pricing your home is the most important factor in selling a home. The right price brings higher offers and homes that are priced right will sell quicker.
2. **Multiple Listing Service (MLS).** We will enter your properties information into the MLS, giving your property exposure to over 100 Realtors in Clarion, Crawford, Venango, Forest, and Jefferson counties.
3. **Print Advertising**
 - A. **Real Estate For Sale Magazine.** The Real Estate For Sale Magazine appears monthly throughout Clarion, Crawford, Forest and Venango counties. Your property will be exposed to over 8,000+ households every month.
 - B. **Newspaper Advertising.** We will place General ads in several of the following newspapers: The Leader Vindicator, The Jeffersonian Democrat, The Forest Press, and the Progress News. This will direct people to our website to view a full listing of your property.
4. **Burford & Henry "Enhanced" Marketing System.** This system is an enhanced marketing system to provide a centralized approach to promoting you property to as many potential buyers as possible. This also provides for ease in showings and communication to make the property available to show without a lot of effort by you or the agent. Making the property easily available gets you more showings.
 - A. **Burford & Henry Sign.** We will place one of Burford & Henry Real Estate Services unique, eye catching signs on your property. This helps in Locating and identifying the property when an agent or buyer would like to see it.
 - B. **Lock Box.** We will place a lock box on your property to increase showings and provide you with the security of knowing your key will stay in one place, on your property. The lock box is integral to making your property available to all agents, In today's world you

never know where an agent may be coming from, if they do not have to chase down keys they are more likely to show your property.

- C. ***Email Potential Buyers.*** We will send information to potential buyers looking in your neighborhood from our extensive database of buyers. Calls come into our office constantly and we enter the leads into a database that automatically emails the potential buyer when the property meets their criteria.
- D. ***Extensive Internet Advertising.*** Today's buyers hold their first showing on the internet. We place your property's information on the following websites and more:

1. **Burford&Henry.com**

Premium placement, unlimited photos, unlimited description.

Burfordandhenry.com is the largest website in the region. We average over 2,000 visitors per month.

2. **Syndication**

Your property is submitted to over 70 websites (syndication) including Trulia, Zillow, this allows your property to show up on literally hundreds of websites to give you the best exposure possible.

3. **Facebook**

We have over 900 likes on Facebook and it keeps growing. Our friends will get a sneak peek at your home and if they or their friends like it, they can go directly to our website to take a look at it. We also boost your home after 30 days for more exposure. This is also someplace we can get you more information about the real-estate market and have some fun with real estate. Please like us on Facebook. Social media is one of the growing trends in exposing real estate, and we like to stay on the cutting edge.

4. **Realtor.com**

Enhanced exposure on Realtor.com, Branded marketing makes your home stand out from the rest. Leads sent directly to your agent, only your agent knows the most about your property.

- 5. ***Monthly Contact*** We will contact you monthly to give you an update on the marketing of your property and will answer any questions that you may have.
- 6. ***360 degree photos*** Burford & Henry has the capability to create 360 degree photos of your property and create virtual tours. The buyers can view your home as if they are actually in the room without leaving the comfort of their home. This makes the internet the first showing and gives greater depth to what your home has to offer.
- 7. ***Drone photography/ video*** For select properties we offer drone photos and video, this is not always recommended, but for the right property it is a great enhancement to your advertising.