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# Marketing: Phase 1

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

- ◆ **Property Analysis, Review Seller Goals, Set Pricing**
- ◆ **Home Warranty Contract** available—your choice
- ◆ **High Resolution Digital Photos** of property
- ◆ **24 Hour Information Hotline** — dedicated property extension used in marketing.
- ◆ **For Sale Sign** at property, including 24-Hour 800# sign rider
- ◆ **Full Color Custom Property Brochure**
  - Place Brochure & Property Disclosure Package in prominent location in home
- ◆ **Metropolitan Regional Information Systems MLS**
  - Purchase upgraded 6 photo album and include virtual tour link
- ◆ **Premium Virtual Tour & Linking**
  - Includes Realtor.com<sup>®</sup>, YahooRealEstate<sup>®</sup>, duPontRegistry<sup>®</sup>, GoogleBase<sup>®</sup>, AOL<sup>®</sup>, Digital Cities<sup>®</sup>, Wall Street Journal<sup>®</sup>, Netscape<sup>®</sup>, MSN<sup>®</sup>, Excite<sup>®</sup>, Juno<sup>®</sup>, Net Zero<sup>®</sup>, HomeDebut<sup>®</sup>, MLS & IDX Services, Craigslist<sup>®</sup>, etc.
- ◆ **Realtor.com<sup>®</sup> Showcase Enhanced Listing**
  - Showcase Listings with multiple images are placed at the top of the search results and are viewed in detail 299% more often.
  - Includes upgraded virtual tour link, up to 25 photos and captions, detailed description, headline, scrolling banner text, highlighted gold border, mortgage calculator, Email to Agent feature and detailed listing agent contact information.
- ◆ **HomesDatabase<sup>®</sup> Listing**
- ◆ **Point2Agent<sup>®</sup> NLS & Expansive Distribution**
  - Point2Homes<sup>®</sup>, FaceBook<sup>®</sup>, Oodle.com<sup>®</sup>, Express.com<sup>®</sup>, The Sun<sup>®</sup>, Yell.com<sup>®</sup>, Local.com<sup>®</sup>, The Examiner<sup>®</sup>, CityCribbs.com<sup>®</sup>, Trulia<sup>®</sup>, LiveDeal<sup>®</sup>, vast.com<sup>®</sup>, Edgeio<sup>®</sup>, PropSmart<sup>®</sup>, RealEstateAdvisor<sup>®</sup>, TheHousingPages<sup>®</sup>, Videohomes.com<sup>®</sup>, Homescape<sup>®</sup>, CLRSearch.com<sup>®</sup>, House.com<sup>®</sup>, MyNextDeal.com<sup>®</sup>, HotPads.com<sup>®</sup>, Backpage.com<sup>®</sup>
- ◆ **Dedicated Property Page** and direct dedicated domain
  - Includes multiple pictures, detailed description, property statistical information, premium virtual tour link, printable flyer, mortgage calculator, direct email link to agent, Schedule a Showing feature, Map-It feature, 24 Hour Information Hotline number, Email Property Information feature, and detailed community information
- ◆ **Craigslist<sup>®</sup>** property listing
- ◆ **Custom E-Flyer** emailed to 8,000+ area REALTORS<sup>®</sup> and agent contacts
- ◆ **Home Preview Channel<sup>®</sup>**
- ◆ **High Profile and Highly Visited Personal Websites**
  - [www.MarylandHomeMarket.com](http://www.MarylandHomeMarket.com) & [www.Bob.MDHomeMarket.com](http://www.Bob.MDHomeMarket.com)
- ◆ **SettlementRoom<sup>®</sup> Transaction Website**
  - Upload all listing documents, property brochure, virtual tour link, Realtor.com<sup>®</sup> Showcase Listing link, Property Page link, local/moving links
  - Create secure logins for seller and transaction participants
  - Display status of current/completed activities
  - Provide seller with Transaction Website login and overview
  - Provide Seller with Internet Marketing Links for review
- ◆ **Extensive Seller Reporting:**
  - Daily Centralized Showing Services<sup>®</sup> (CSS) Showing Appointment Notifications
  - Daily CSS Agent Feedback Reports
  - Weekly Virtual Tour Traffic Reports
  - Monthly Realtor.com<sup>®</sup> Traffic Reports

