

We have one **SOLD** home in mind. **YOURS!**

The Golden Path to Sold

A 24-7 Effort



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SO WHAT EXACTLY IS 24-7 MARKETING?

This means that The Jeanne Scott Dream Team markets your home 24 hours a day, seven days a week. What the consumer wants today is information quickly, easily, honestly, and without the traditional hassles. Successful marketing hinges on this exact concept and this is exactly what our 24-7 marketing plan offers.

WHY USE 24-7 MARKETING?

The traditional REALTOR® guards information as secret and privileged. Ever tried to find out the information you want on an advertised home? Frustrating, isn't it?

The Jeanne Scott Dream Team takes a different approach. Our 24-7 marketing plan is designed to offer the consumer all of the information they need easily and at their convenience without all the hassles.

AND HOW EXACTLY IS ALL THIS ACHIEVED?

The Jeanne Scott Dream Team's pledge to you, as our client, is to get the highest price for your home with the most favorable terms in the least amount of time and with the least inconvenience to you. Even in good real estate markets, the competition is tough. Our job is to sell your house. We out-market all of the homes competing for your buyer... and we are very good at it. Our proactive marketing campaign includes, but is not limited to, the following:

OUR PRO-ACTIVE MARKETING PLAN

- ◆ We promote your home 24 HOURS A DAY to the entire real estate industry and the world through the local Multiple Listing Service and the Internet. Hundreds of people visit our Web site daily and e-mail us with requests for more information regarding listings and local-area real estate. Many of these people have become our buyers.
- ◆ Virtual Tours on realtor.com are the MOST EFFECTIVE TOOL in marketing your home. We pay extra to promote your home this way and make your home rise to the top of the listings on realtor.com. 40% of homes sold were seen in a Virtual Tour on realtor.com before they were purchased.
- ◆ We regularly advertise your home in the proper mix of some or all of the following: newspapers, real estate publications, magazines, and the Internet. Our advertising program is designed to encourage prospects to call us.

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OUR PRO-ACTIVE MARKETING PLAN, continued

- ◆ We work well with other real estate companies. We make it easy for them to work with us. This encourages other agents to show our listings.
- ◆ We strongly promote your home within our office. Many of our fine REALTORS® may already be working with buyers. In addition, we have potential buyers who are in our BUYER'S ADVANTAGE PROGRAM and are looking for a home just like yours.
- ◆ We promote your home through our highly effective mailing campaign in which we mail information about your home to targeted neighborhoods and to our comprehensive customer mailing list.
- ◆ We install a sign and brochure box, place flyers inside and outside the home, and conduct open houses, if appropriate, to attract prospective buyers.
- ◆ We do whatever it takes to get the job done for you!

OUR EXCLUSIVE TOOLS

Buyers often judge properties by the ads and photos they see. Our attractive, colorful ads are very professional and promote the best features of your property. Our yard signs direct buyers to the Virtual Tour of your home @ www.jeannescott.com.

Buyers also choose an agent who is respected and well-known to the community. We are an established, service-oriented business. We sincerely care about what's in your best interest, and we know that when we take great care of you, you'll be confident referring us to family, colleagues, and friends.

Unlike many agents, we always give complete details on a house to prospective buyers who call or visit our office or an open house. That includes price, street address, bedrooms, bathrooms, square footage, and whatever else the prospect might want to know.

Taking that a step further, we make this information available to potential buyers 24 hours a day on our Web site: www.jeannescott.com. *You will also be on thehardiegroup.com, relo.com, raci.org, realtor.com and many popular websites including yahoo.com, aol.com, msn.com, homeseekers.com and over 50 more.*

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OUR EXCLUSIVE TOOLS, continued

We e-mail home information to a large pool of prospective buyers. Our interactive Web site offers round-the-clock access to information on any homes for sale in our market area. Buyers are automatically updated daily via e-mail. This innovative tool is invaluable for marketing our listings.

In addition, we use the reverse-prospect search feature on the Multiple Listing Service. This allows us to match your property with the vast resource of buyers in the system and proactively notify other agents even before they have the new listing information.

Media advertising is the mechanism that drives the consumer to our information portals. Media advertising includes home publications, local newspapers, the Internet, direct-response mailings, yard signs, home brochures, and more.

**If, for the SAME COST,
you can have 24-7
MARKETING,
why SETTLE for
anything less?**



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