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*"A Different World of Service"*

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## Today's real estate market can be tough\*!

\* **But only for sellers with agents & companies still using last years' strategies.**

Hi Neighbors!

Many agents and firms have not adjusted their marketing efforts to meet today's real estate market demands. If you are planning to list your home for sale, you should choose the REALTOR® who knows Three Chimneys Farm and who provides you with the most extensive marketing plan - NOT THE CHEAPEST MARKETING FEE. [Clark Howard recommended using "farming agents" recently on CNN. There is a link to his video on my web site.]

***In the current real estate market, you must achieve maximum exposure to ensure your property attracts every possible buyer.***

What have I changed to sell effectively in today's real estate market? In addition to my extensive advertising campaign, I have added the following:

### **Increased Internet Visibility**

With over 70% of buyers searching for homes on-line, I have assured your home will be ***listed on over 20 Internet sites***, with ***high visibility***<sup>1</sup> driven by Results successful promotion of our company site. Also, I've enclosed my [www.realtor.com](http://www.realtor.com) marketing for one of the local homes I have listed.<sup>2</sup> Yes, it really is ***listed twice with two different marketing approaches!*** You can see my entire marketing program and recent client comments at [www.RamonaSellsTCF.com](http://www.RamonaSellsTCF.com). [If I put this much effort into a web site for my community, imagine what I do for my clients!]

### The "Buy Now. Sell Later."<sup>TM</sup> Plan

Even though most potential buyers today have homes to sell, this plan ***attracts them to your house over the competition and lets them buy without selling theirs.***

Make sure your property is effectively marketed where buyers look. For more information about how I can provide you with "A Different World of Service", call or email me today.

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<sup>1</sup> It's not enough to be on the Internet. People have to find your home. Results' company site and listings on other sites get priority because we attract visitors to our site.

<sup>2</sup> Over 70 percent of buyers start their home search on-line. 54 percent use realtor.com. Eighty-four percent of home buyers say photos and detailed property descriptions are the most important features when searching online for homes.