



MARKETING PLAN

“ A good marketing plan is designed to reach as many prospective buyers as possible through varied & unique avenues.”

Sample Marketing Plan

1. Submit listing to:
 - www.billminett.com (Company Web Site)
 - www.mlswis.com – Multiple Listing Service Directory of SE Wisconsin; used by Realtors
 - www.wihomes.com (Multiple Listing Service public Web site)
 - www.Realtor.com (National Web site)
 - www.lakecountrylistings.com (Company search engine)
 - *Also seen on dozens of participating web sites not listed*
2. Complete a Virtual Tour of the property; have it placed on MLS, Realtor.com, wihomes.com, and billminett.com.
3. Take up to 12 **photographs of property**—land/exterior/interior/outbuilding and take room measurements to be used in marketing description.
4. Create a **property data sheet and/or brochure** of property.
(Printable PDF version data sheets available online)
5. Schedule The Real Estate Company, Realtor® **team to tour** the property.
6. Include up to **15 interior & exterior photos**, MLS, wihomes.com, and realtor.com.— additional information will be attached to www.billminett.com (survey, data sheet etc.)
7. Include in our four-color Opportunity Knocking publication; emailed to our most successful Lake Country area Real Estate colleagues.
8. Include the property on The Real Estate Company’s **24 Hour Talking Ads & Instant FaxBack**.
9. Place a professional **property sign** with **data box** to direct buyers to listed property
(**directional signs if permitted by municipality**)
10. Be part of the following: Direct Mail pieces to researched Buyer market; Direct email flyer to 35,000 + participants

During the initial weeks of Marketing:

Place a New Listing ad in *Local Newspaper or The Milwaukee Journal*

Schedule an **open house / team tour** inclusion

Advertise open house in the *Milwaukee Journal* (if applicable)

*An appearance in The Real Estate Company Lake & Country Inc. *Premium 4-color Marketing*

Place property in “Broker’s choice” of publications as availability allows

Place an advertisement in *“Homes & Land”* Real Estate Guide

Continue *Local Newspaper* rotation (Lake Country Living Sunday section in Milwaukee Journal, Lake Country Reporter, Oconomowoc Focus & Kettle Moraine Index)