

# 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](http://www.billminett.com) (Company Web Site)
  - [www.mlswis.com](http://www.mlswis.com) — Multiple Listing Service Directory of SE Wisconsin; used by Realtors
  - [www.wihomes.com](http://www.wihomes.com) (Multiple Listing Service public Web site)
  - [www.Realtor.com](http://www.Realtor.com) (National Web site)
  - [www.lakecountrylistings.com](http://www.lakecountrylistings.com) (Company search engine)
  - Also seen on dozens of participating web sites
2. Complete a Virtual Tour of the property; have it placed on websites
3. Take *photographs of property*/land/exterior/interior/outbuilding and take room measurements to be used in marketing description.
4. Create a *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](http://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 one or more: 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 or Sunday Insert page*  
Advertise open house in the *Milwaukee Journal* (if applicable)

### •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

Place an advertisement in *“M” Magazine*

Place an advertisement in *“Exclusively Yours Magazine”*

Place an advertisement in *“30West”* (F/K/A Living on the Lake)

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

NOTE: Expanded marketing programs available. Prices for Menu of Marketing options available.