

Burford & Henry

REAL ESTATE SERVICES
10189 Route 322 Shippenville, PA 16254
www.burfordandhenry.com

"Something Different"

Sales • Appraisal • Management

Phone 814-227-7355
Fax 814-227-2450

FULL SERVICE MARKETING PLAN

Our goals are:

1. To help you get your property sold.
2. To help you get where you want to go on time.
3. To make it easier for you.

Marketing Plan

1. **Pricing.** We will assist you with pricing your property based on a competitive market analysis. This will help you to set the best price on your property so that it will sell within your time frame. Pricing your home is the most important factor in selling a home. The right price brings higher offers and homes that are priced right will sell quicker.
2. **Multiple Listing Service (MLS).** We will enter your properties information into the MLS, giving your property exposure to over 100 Realtors in Clarion, Crawford, Venango, Forest, and Jefferson counties.
3. **Print Advertising**
 - A. **Real Estate For Sale Magazine.** The Real Estate For Sale Magazine appears monthly throughout Clarion, Crawford, Forest and Venango counties. Your property will be exposed to over 8,000+ households every month.
 - B. **Oil Region Houses to Homes.** Distributed with the Titusville Herald and other locations throughout the region, this gives us coverage from Tionesta to Townville and Cherrytree to Spartansburg. Covering Crawford, Forest, Venango and Warren Counties. (this is for select regional properties)
 - C. **Newspaper Advertising.** We will place General ads in several of the following newspapers: The Clarion News, The Derrick, The Leader Vindicator, The Jefferson Democrat, The Forest Press, the Progress News and The Titusville Herald. This will direct people to our website to view a full listing of your property.
4. **Burford & Henry "Enhanced" Marketing System.** This system is an enhanced marketing system to provide a centralized approach to promoting your property to as many potential buyers as possible. This also provides for ease in showings and communication to make the property available to show without a lot of effort by you or the agent. Making the property easily available gets you more showings.

- A. ***Burford & Henry Sign.*** We will place one of Burford & Henry Real Estate Services unique, eye catching signs on your property. This helps in Locating and identifying the property when an agent or buyer would like to see it.
- B. ***Lock Box.*** We will place a lock box on your property to increase showings and provide you with the security of knowing your key will stay in one place, on your property. The lock box is integral to making your property available to all agents, In today's world you never know where an agent may be coming from, if they do not have to chase down keys they are more likely to show your property.
- C. ***Email Potential Buyers.*** We will send information to potential buyers looking in your neighborhood from our extensive database of buyers. Calls come into our office constantly and we enter the leads into a database that automatically emails the potential buyer when the property meets their criteria.
- D. ***Extensive Internet Advertising.*** Today's buyers hold their first showing on the internet. We place your property's information on the following websites and more:

1. Burford&Henry.com

Premium placement, Unlimited photos, Unlimited description.

Burfordandhenry.com is the largest website in the region. We average 5,000 visitors per month.

2. Syndication

Your property is submitted to over 50 websites (syndication) including Trulia, Zillow, this allows your property to show up on literally hundreds of websites to give you the best exposure possible.

3. Facebook

We have over 600 likes on Facebook and it keeps growing. Our friends will get a sneak peek at your home and if they or their friends like it, they can go directly to our website to take a look at it. This is also someplace we can get you more information about the real-estate market and have some fun with real estate. Please like us on Facebook. Social media is one of the growing trends in exposing real estate, and we like to stay on the cutting edge.

4. Monthly Contact

We will contact you monthly to give you an update on the marketing of your property and will answer any questions that you may have.