

# Bonnie Winkler & Maureen Nichols RE/MAX Realty Group

## MARKETING PLAN

*We, "THE" TEAM of Bonnie Winkler, licensed and full time since 1987, & Maureen Nichols, licensed and full-time since 1989, specialize in Residential Sales of New Homes and Resales. Our Market Area includes Carroll, Howard, Frederick, Washington and Montgomery Counties. As members of our area's Multiple Listing Service, MRIS, as well as being "On Line," we can provide every home seller within our market area the exposure necessary to effectively market your home.*

*Bonnie, a life-long resident of Mount Airy, has been awarded the prestigious GRI, CRS & ABR designations (Graduate Realtor Institute, Certified Residential Specialist, Accredited Buyer Representative.) Maureen is an Associate Broker and holds the ABR designation. We have consistently SOLD between 10 and 20 Million Dollars worth of Real Estate EACH year since joining RE/MAX in 1996! Both of us have been recipients of numerous volume awards from our Realtor Associations as well as within the RE/MAX organization.*

### OUR PERSONAL PLEDGE TO ALL OUR CLIENTS AND CUSTOMERS

- \* Constant Communication
- \* Full Time, Professional Service
- \* Effective Marketing Tools

# CUSTOMIZED MARKETING PLAN

## *Bonnie Winkler & Maureen Nichols*

- 1) *Imperative to effectively market your home to other real estate brokers in our “Multiple” County Area, we will Multiple List your property in M.R.I.S., The largest multiple listing service in the nation! This service provides listings to the entire State of Maryland, District of Columbia, Virginia, West Virginia, Pennsylvania and beyond!*
  
- 2) *Imperative to effectively market your home to potential purchasers within our Multi-County Area, Maryland, the U.S.A. and The World, we subscribe to and monitor the broadest reaching Real Estate Internet Sites available:*
  - \* [www.bonnieandmaureen.com](http://www.bonnieandmaureen.com) (Our Own Site)
  - \* [www.remax.com](http://www.remax.com) (International Site)
  - \* [www.themountairyteam.com](http://www.themountairyteam.com) (at realtor.com)
  - \* [www.homes4mtairy.com](http://www.homes4mtairy.com) (RE/MAX Mt. Airy Office Site)
  - \* [www.homesdatabase.com/bonnieandmaureen](http://www.homesdatabase.com/bonnieandmaureen)
  
- 3) *Digital Color Photographs using a Wide Angle Lens have proven to be a fantastic marketing tool, if not THE best marketing tool in this age of Electronic Information. MULTIPLE Color Photographs of your home will be taken by us with our Camera and:*
  - \* *Edited by us with our equipment (Retakes if Necessary,)*
  - \* *Downloaded by us to all web sites we are connected to,*
  - \* *Integrated into a Professional Color Brochure designed by us and made available to all potential purchasers,*
  - \* *Integrated into the color or black & white “box” brochure which is designed & kept updated by us & attached to the sign in your yard,*
  - \* *Used in both Display and Classified Advertising*
  
- 4) *The “Visual Tour,” a Still & Panoramic Photographic Tour of the Interior & Exterior of your home, has also proven to be a useful marketing tool for most homes. Using our Photographs, we have the software to stitch & edit as needed to create an Appealing Tour; we then connect these tours to each of our internet sites. We also duplicate the tours onto CDs to be left at your home with your color brochure.*

5) *Ad copy will be written by US, designed for YOUR property! “Remarks,” which are input directly into MRIS and from there go to the Internet, are also written by us and given special attention. We welcome suggestions and comments. Keep in mind that we must follow the guidelines set forth by the Equal Housing Opportunities Commission.*

6) *We have spent a great deal of time analyzing where our sales calls are generated from and where our actual buyers come from, and we advertise accordingly:*

*\*\* Number One: The Internet! The MORE photos the BETTER!*

*\*We take advantage of every photo slot available to us!*

*\*\* Number Two: Your Yard Sign! The BIGGER the BETTER!*

*\* Our Signs stand Tall, Large & Red, White and Blue!*

*\*\* Newspapers have a short shelf-life, but they do grab local attention and often give the public incentive to shop for real estate (even before they call, their next stop: The Internet!)*

*\*\* Homes Magazines, in a slower, more normal market, tend to get thicker and thicker, making it very difficult to make your home stand out. We have used this media less and less over the past five years because it has become less and less useful.*

*Your home will be advertised in more than one of the following publications, depending on your location & which publications are giving us the most response:*

*\* Mount Airy Messenger*

*\* Mount Airy Gazette (Mount Airy, Southern Frederick, Damascus)*

*\* Frederick NewsPost*

*\* HoCoMo Freddie’s Trading Post*

*\* Central Maryland Homes (Carroll, Howard, Harford)*

*\* Frederick/Washington Homes*

*\* Montgomery County HomeBuyers Journal*

*\* Frederick County HomeBuyers Journal*

*Copies of all marketing pieces are available to you via RELAY\*, our Web-based Transaction Management program. However, we encourage you to look for our advertisements and to find your home on the Internet and critique as a consumer!*

*\* As a client you will be invited to actively participate by joining RELAY, our Transaction Management Program*

- 7) *On your yard sign, we will provide a Brochure Box detailing information about your home. This brochure may give information about other homes we currently have listed. If this is the case, you may feel as if your home is being used to advertise other listings, but these homes have a Brochure Box as well, with information about YOUR HOME. These brochure boxes are checked and updated weekly (though we encourage you to check frequently as well and notify us if empty.)*
- 8) *In addition to your yard sign, we will post directional arrows leading to your home, on weekends only, if you're in an area that does not normally receive drive-by traffic. On occasion, with the permission of a corner home owner, or in an area which allows it, we will leave these directional signs up at all times.*
- 9) *At RE/MAX Realty Group, all calls generated by advertisements are forwarded to us. This assures you that your property is described by the agents who know your property the best, US.*
- 10) *We will constantly monitor advertising response and routinely change ad copy to emphasize various advantages of your property at different times in order to appeal to the widest possible market segment.*
- 11) *Showing Instructions will be given to our office staff. When an agent wishes to show your property, you will be contacted, per your specific instructions, and the showing will be logged. Once logged, we will be notified. We will follow up on ALL showings personally and report back to you any and all comments made by other agents and their potential purchasers.*

**"The Real Estate Leaders"**  
**Bonnie Winkler & Maureen Nichols**  
**Selling Strategy That Works**  
**RE/MAX Realty Group**  
**301-831-5600 \* 410-795-2800**