

Bonnie Winkler & Maureen Nichols

and Kelly Malagari, Buyer Specialist

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, and Kelly Malagari, licensed and full-time since 2005, 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 earned the GRI, CRS, ABR and CDPE designations and certifications (Graduate Realtor Institute, Certified Residential Specialist, Accredited Buyer Representative, Certified Distressed Property Expert.) Maureen is an Associate Broker, CDPE, ABR, e-PRO and has just completed all the courses for the Maryland Workforce Housing Certification. 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

www.BonnieandMaureen.com

301-831-5600 * 410-795-2800 * 800-475-5128

CUSTOMIZED MARKETING PLAN

Bonnie Winkler & Maureen Nichols

and **Kelly Malagari, Buyer Specialist**

- 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!

Internet Advertising is also a benefit to being multiple-listed in M.R.I.S. Your property will be automatically sent to Homesdatabase.com, Cyberhomes.com, Homes.com and Realtor.com and each of these sites send to other sites.

- 2) Because it is imperative to effectively market your home to **potential purchasers** within our Multi-County Area, Maryland, the U.S.A. and The World, we not only maintain our own website, we subscribe to and/or monitor the broadest reaching Real Estate Internet Sites available. We have upgraded the most effective sites in order to enhance or "showcase" your property:

- * www.bonnieandmaureen.com (Our Own Site)
- * www.remax.com (International Site)
- * www.themountairyteam.com (at realtor.com)
- * www.homes4mtairy.com (RE/MAX Mt. Airy Office Site)
- * www.homesdatabase.com/bonnieandmaureen
- * www.trulia.com and www.zillow.com

- 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, easy-flowing tour enhanced with music. These tours are then connected to our internet sites.

- 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 try to take advantage of every photo slot available to us!

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

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

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

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!

7) On your yard sign:

* We will provide a hanging rider advertising our VoicePad "Info 24/7" phone number, instructing potential buyers they can dial the number, enter the street number and obtain instant information about your property.

* We will also provide a Brochure Box with brochures detailing information about your home. This brochure may also give information about other homes we currently have listed; Be assured that those homes also have a brochure which is advertising 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. In addition, VoicePad users have the option of being connected directly to us when they call for information.

10) Showings will be scheduled through CSS: Centralized Showing Service. This service specializes in setting up, following up and maintaining records for property showings. For all shows, you will be contacted, per your specific instructions. We are alerted via email prior to all showings. If you elect, you may also be alerted via email. This service is crucial to maintain top-notch follow-up, to alert past showing agents of price or condition changes, and to provide disclosures to agents preparing to submit an offer.