



Joe and David Zadareky Marketing Strategy

Marketing today's property requires an expert with discretion, a myriad of contacts and extensive experience in selling Real Estate.

Going beyond standard services, **Coldwell Banker** and **Joe and David Zadareky** provide a full-service promotional approach that takes your **Customized Marketing Plan** to a higher level, drawing on the wide array of unique resources they provide. This gives you the distinct marketing edge to promote your property in the Local, National and Worldwide Markets. We succeed by creating property interest from a vast number of prospective buyers, thereby increasing the potential of selling your property for the highest price possible. We are proud of our superb global agent network, powerful marketing resources and expertise.

Upon listing your property with Joe and David Zadareky, we will:

- Place your property on the appropriate **Multiple Listing Service**.
- Place a six foot post with a Coldwell Banker **"For Sale" sign** in your front yard.
- Place **directional signs** on local roads to assist buyers in finding your home.
- Hang a **Supra key box** on front door, to provide key access, and security tracking measures for all showings.
- Arrange **professional high-quality photography** for your property.
- Link **multiple photographs, and a virtual tour** to your property on the Internet and Multiple Listing Service.
- Design and prepare a **full color Property Brochure**.
- Distribute your **Property Brochures to select area residents** and/or prospective purchasers.
- Prepare a **Press Release** regarding your property for distribution to Local and Metropolitan Media, when warranted.
- Showcase your property nationally and internationally through **Realtor.com, ColdwellBanker.com, cbmove.com, Zadareky.com, our Internet Web Sites** ... Generating more than **10.5 million viewings per month**.
- Make your property a **"Featured Home" on Realtor.com**, the Internet's #1 portal for Real Estate. This generates up to **twenty times more page views** of your property and places your home in front of the prospect first.
- Target potential buyers through our exposure in Local, National and International publications such as **The Wall Street Journal, and the Washingtonian, Baltimore, Chesapeake Bay, and Maryland Life Magazines**.
- Generate property interest through **Just Listed direct mail postcards** to targeted home owners and/or renters as warranted.
- Develop buyer interest for properties such as yours, through our **Featured Home** ads in the **Chronicle Newspapers** reaching approximately **100,000 homes in the area**.
- Attract buyer interest through **Television, Radio, and National Direct Advertising**... providing name recognition and top-of-mind awareness of Coldwell Banker.
- Expose your property to over **127,000 Coldwell Banker Sales Professionals** via Coldwell Banker networking events and our proprietary Intranet site.
- Hold a **Public Open House** to assure maximum exposure to prospective home buyers, if applicable.
- Gain the inside track to prospects from around the globe through our Network of **4,000 offices and 550 Coldwell Banker International Offices in 25 Countries, Territories and Possessions**.
- Increase interest in your property through Coldwell Bankers affiliation with **Cendant Mobility Services, the largest Relocation Network in the World**.

**Call Joe and David today
@703.380.7000**





Joe and David Zadareky Marketing Strategy

- Create prospect awareness for your property through the **largest Broker Referral Network in North America, generating approximately 125,000 referrals each year.**
- **Network with other Realtors** on a daily basis, by telephone, direct mail, or email.
- Present your property to **past, present, and future Coldwell Banker prospects** interested in your type of property, area or price range.
- Make our **Mortgage, Title and Insurance Services** available to you and your buyer, through our affiliated Companies and Joint Ventures.
- **Keep you informed** regarding showings, agent feedback, inquiries, advertising and overall activity.
- **Schedule all** inspections (termite, home, well/septic, radon, etc.), and meet and work with the **appraiser.**
- **Pre-qualify** buyers & **negotiate contract** as seller's agent.
- Provide **professional move-out cleaning service** when house is vacated.
- Provide **home warranty to purchaser on behalf of seller**, for buyer's peace of mind.
- Attend settlement and **SOLVE** problems.

These are just a few of the ways we leverage every opportunity to get your home the maximum attention and exposure it deserves when you are ready to sell. We invite you to visit our personal Web site at www.zadareky.com to learn about our commitment to real estate marketing

It is our goal to provide each of the above services in order to create property interest. However, this may not always be possible or feasible due to time constraints, market conditions, ad deadlines, media availability and marketing term. Therefore, each service contained here-in may or may not be utilized for Seller's specific property.

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Joe and David Zadareky Professional Photography Program

A picture says 1,000 words. What do your pictures say about your home?

When you're in the market to **sell** your home, will you want your home to be sold quickly and for the **highest** price possible? Do you believe your home's marketing should include the most **comprehensive** **online** and **offline** marketing campaign?

7677 Green Garland Drive, SPRINGFIELD, VA 22153

Whisper hush. Relax and enjoy the parklike serenity of this rare, rare single family home that boasts 4 bedrooms, 3 full baths, a hot garage, and high finished basement. Don't be impressed with the condition of this home and you will absolutely fall in love with its charm. For more information, please visit www.zadareky.com, or give us a call at 703-499-4240.

The kitchen is the heart of this home, and is elegantly updated with room for an excellent table seat. One of the features you will find the family room that boasts wide fireplace and high ceilings that opens to a 2nd story above. The 2nd story is perfect for a study area or home office. The dining room opens to a breakfast room with a breakfast bar and a great view of the outdoors which is truly a lovely view. One of the dining room has a dining room, which is perfect for entertaining guests.

Joe and David Zadareky
 Joe's Cell: 703-380-7000
 David's Cell: 703-499-4240
 Home: 703-423-3967
 Web: www.zadareky.com

ZADAREKY
 Professional Photography
 in Real Estate

The lower level is fully finished with a large recreation room, bathroom, and full bath. This area is ideal for a multitude of use such as: bedrooms, play area, exercise room, etc.

Upgrade you will find the fully, very quiet bedrooms a full bath, and the master bedroom. The master bedroom has a walk-in closet and a bathroom with an extra long vanity, separate shower and tub.

Schools

- Eugene Elementary
- Lake Trout Creek High School
- Lake Trout Creek High School

Transportation

- 15 min. to I-66 and I-66/424 Parkway, 30% and 40% Springfield Mass and VA-266 State Route.

Park

- Emerald Run Eco Center
- Burke Lake Park

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Coldwell Banker Residential Brokerage
 Coldwell Banker Residential Brokerage
 Virtual Tour
 Powered By HOMEVISIT.COM

Home Tour Home Disc Small Tour Close Window

Living Room CHOOSE A PHOTO

7677 GREEN GARLAND DR
 SPRINGFIELD, VA

Listing Agent
 David Zadareky
 703-499-4240

Powered By HOMEVISIT.COM

If so, we are proud to announce that we are one of the few REALTORS® in our community who are able to market your home utilizing professional high-end photography.

Everything we do begins with our photography. Our professional photographers are trained to capture your home at its best. Whether it's an estate or a townhouse, brand new or historic, we pay attention to detail, so you're always impressed with the results. We've invested in the latest professional digital technology, and professional photographers to allow us to capture high resolution images of the entire home. We provide a wide selection for use in your print materials, Virtual Tours, and print advertising.

These are just a few of the ways we leverage every opportunity to get your home the maximum attention and exposure it deserves when you are ready to sell. We invite you to visit our personal Web site at www.zadareky.com to learn about our commitment to real estate marketing.

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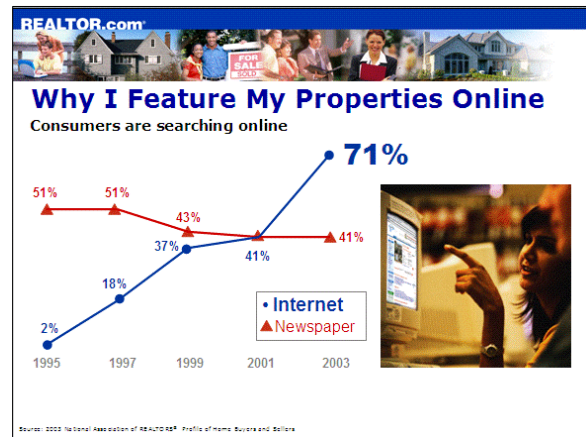


Joe and David Zadareky Featured Home Program on Realtor.com

Do you want your home viewed 20x more often than your competitor's on the internet's most important real estate site?

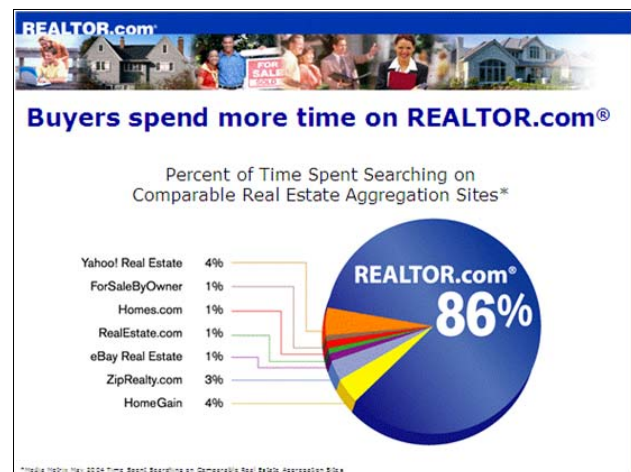
When you're in the market to **sell** your home, will you want your home to be sold quickly and for the **highest** price possible? Do you believe your home's marketing should include the most **comprehensive online** and **offline** marketing campaign?

If so, we are proud to announce that we are one of the few REALTORS® in our community who are able to market your home utilizing the most powerful online real estate marketing program in America – the **Featured Homes™ Marketing System**. We have secured one of the very limited Featured Homes' positions on the Internet's #1 real estate Web site, **REALTOR.com®**², the official Web site of the National Association of REALTORS®.



Through the REALTOR.com® Marketing System's **Featured Homes™** program, when potential home buyers search for homes for sale on REALTOR.com® in **22152, 22153, 22079, and 22039**, they will see your property prominently displayed with a full color photo at the top of the page, virtually before they see any other homes in your area. On average, homes in the Featured Homes™ position can receive **twenty times more exposure**.¹

You can now benefit from this enhanced presence on REALTOR.com®, where your home will stand out to more than **6.1 million individuals each month**.² Couple this with the fact that home buyers and **sellers spent 86% of the time** they spent searching for a home online on REALTOR.com®², and it is easy to see the impact a Featured Homes™ spot can have on this very targeted audience of home buyers.



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Joe and David Zadareky Featured Home Program on Realtor.com

Since we own front-page advertising on the top real estate sites on the Internet; such as, **Realtor.com, Earthlink, Juno, NetZero, The Wall Street Journal Online, Netscape, CompuServe, Excite, iWon, MonsterMoving and AOL**, your home will be on the **FRONT PAGE** of the real estate channels on all of these sites so no matter what the person is looking for in your area, they will see your listing first! You will get anywhere from **2000 – 4000 additional people looking at your home**. Additionally, your listing will **ALSO** show up in the general search results as well so your listing will be seen **TWICE!**

These are just a few of the ways we leverage every opportunity to get your home the maximum attention and exposure it deserves when you are ready to sell. We invite you to visit our personal Web site at www.zadareky.com to learn about our commitment to real estate marketing.



¹Based on Homestore, Inc.'s internal accounting for May 2003 - April 2004, average measure of property listings with Featured Homes vs. property listing without Featured Homes; ²Media Metrix, May 2004, ³2003 National Association of REALTORS® Profile of Home Buyers and Sellers

REALTOR.com

I will Feature Your Home First

Featured Homes™ positions are limited in your market. That is why I have secured space to ensure that your home gets top local billing on the #1 real estate site – REALTOR.com®*

Twenty Times More Exposure!**

Featured Homes™ ensures that your home stands out at the top of the search criteria page – linking buyers directly to your property's details and my contact information.

Benefits:

- Differentiates your home in front of millions of potential buyers.
- Attracts targeted home searches to your property

*Media Metrix, May 2004. **Based on Homestore, Inc.'s internal accounting for May 2003 - April 2004, average measure of property listings with Featured Homes vs. property listing without Featured Homes

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Joe and David Zadareky Chronicle Newspapers Program

Do you want your property delivered to approximately 100,000 homes?

When you're in the market to **sell** your home, will you want your home to be sold quickly and for the **highest** price possible? Do you believe your home's marketing should include the most **comprehensive online** and **offline** marketing campaign?

If so, we are proud to announce that we are one of the few REALTORS® in our community who are able to market your home utilizing a powerful marketing program in Northern Virginia – the **Chronicle Newspapers**. We have secured full page advertising in the Chronicle & South County chronicle newspapers.



The Chronicle newspapers are mailed to **261,405 business and residential addresses in Northern Virginia reaching 601,232 readers**. In 2002 and in 2004 The Virginia Press Association Awarded the South County Chronicle a first prize for Editorial Writing. The papers focus on the news affecting each distribution area including history, entertainment, education, politics, business, and more. The profiles of individuals, articles and features are lengthy, well written and informative. The result is that readers often cannot complete their paper in one reading and keep the paper, giving the advertiser **multiple views**.

Fairfax County is a diverse and thriving suburban county. It is one of the fastest growing areas in the Metropolitan DC area and its median household income is one of the highest in the nation. The average family income in the papers distribution areas is over \$90,230. The average household size is 3.15 and over 63% are college educated.

These are just a few of the ways we leverage every opportunity to get your home the maximum attention and exposure it deserves when you are ready to sell. We invite you to visit our personal Web site at www.zadareky.com to learn about our commitment to real estate marketing.

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RESIDENTIAL BROKERAGE





Joe and David Zadareky Direct Mail Program

Targeted Mailings Produce Results. We want every prospective buyer to know about your home.

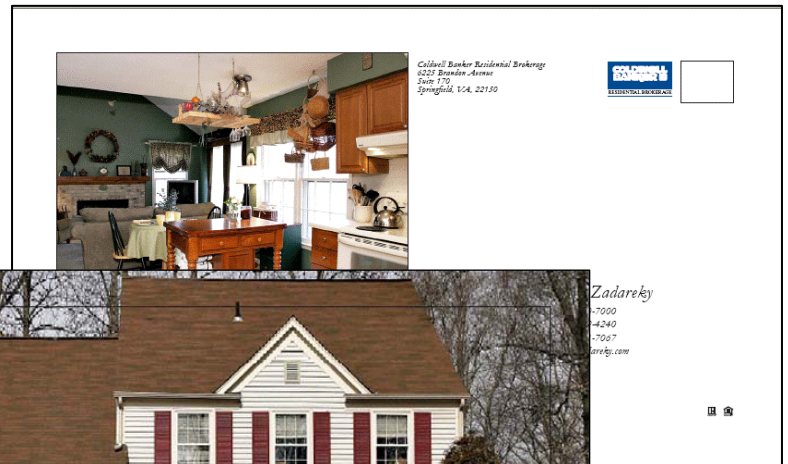
When you're in the market to **sell** your home, will you want your home to be sold quickly and for the **highest** price possible? Do you believe your home's marketing should include the most **comprehensive online** and **offline** marketing campaign?

If so, we are proud to announce that we are one of the few REALTORS® in our community who are able to market your home utilizing targeted direct mail.

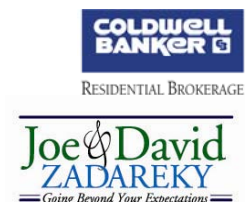
We want every prospective purchaser to be aware of your home. Our targeted mailings may include:

- **Logical move-up buyers.**
- **Local Neighborhood.**
- **Top selling Realtors for your area.**
- **Local Financial services providers.**
- **Targeted demographic mailing lists.**

These are just a few of the ways we leverage every opportunity to get your home the maximum attention and exposure it deserves when you are ready to sell. We invite you to visit our personal Web site at www.zadareky.com to learn about our commitment to real estate marketing.



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Joe and David Zadareky Weekly Status Reports

Communication is the key to a successful relationship.

When you're in the market to **sell** your home, will you want your home to be sold quickly and for the **highest** price possible? Do you believe your home's marketing should include the most **comprehensive online** and **offline** marketing campaign? Do you want your agent to **communicate** with you on a **regular basis** ensuring that you are **completely informed** as to the marketing of your home?

If so, we are proud to announce that we are one of the few REALTORS® in our community who have put together a systematic approach to keeping home sellers informed during the marketing period of selling their home.

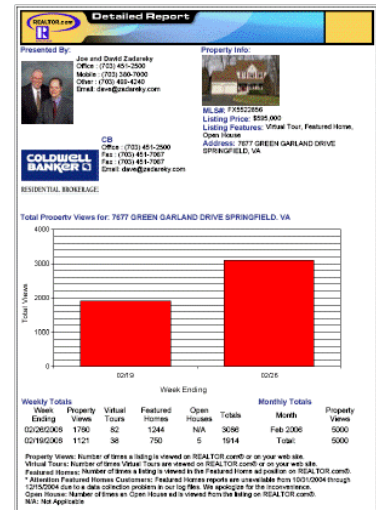
Your status reports include:

1. **All showings of your home, with agent feedback when possible.**
2. **Internet tracking to show how many times your home has been viewed on Realtor.com, the Internet's most important real estate site.**
3. **Updated Market Analysis showing which homes have gone under contract, sold, or come onto the market.**
4. **Upcoming marketing activities.**

This allows us to keep you informed as to the progress we are making in marketing your home. In addition, it keeps you informed of market changes so you can adjust the positioning of your home, if necessary. These reports can be sent to you via email, fax, or mailed to an address of your choosing. You tell us how you want it, and we'll make it happen.

Response	
Total Number of Showings	1
Number of Responses	1
Response Rate	100%
Feedback	
On a scale of 1 to 4, did your buyers like the property?	
1- No	0%
2- Somewhat	0%
3- Yes	100%
4- Very interested	0%
What did you think of the Price?	
Above market value	100%
At market value	0%
Are they considering a second showing?	
Yes	0%
Possibly	0%
No	100%
Are they considering making an offer?	
Yes	0%
Possibly	0%
No	100%
Rate the exterior?	
Well maintained	0%
Average	100%
Poor	0%

Email Showing Agent		
Date Shown	Company	Status
02/25/08 03:55 PM	Coldwell Banker Residential Brokerage	Responded View FeedBack
Agents Name: David Zadareky		
Address 1: 7034512500		
Work Phone:		
Fax Phone:		
Cell Phone:		
Pager Phone:		
Email: none		



These are just a few of the ways we leverage technology in the marketing of your home. We invite you to visit our personal Web site at www.zadareky.com to learn about our commitment to real estate marketing.

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Joe and David Zadareky Agent Feedback Program

Automated Home Feedback System GUARANTEES to keep you informed!

Our Seller Service provides you with timely, online, direct feedback from prospective buyers -- Your home will sell FASTER and for MORE money!

Let us share an ugly truth about selling real estate. Most real estate agents are usually far more concerned about generating new listings than they are about selling the homes they've already listed. After you list your home with them, they become much more difficult to contact. The time it takes for them to return your call goes from minutes to hours or days (if you're lucky). Providing you with timely feedback on the progress they are making is a very low priority item. If they're not making progress on selling your home, you're the last person they want to talk with. The truth is they often just assume that eventually your home will sell just because they've put it into the MLS, even if it takes several months and a couple of price reductions to do it.

We're different. Our automated client **Home Feedback System** is just one way that we will provide you a much better home selling experience ending with the results you need.



Here's how it works:

1. Each time your property is shown to a prospective buyer, the details of the showing are entered into our **Home Feedback System**.
2. Our system then automatically follows up with each showing agent up to three times to solicit his buyer's comments on your home (Most agents don't have time to follow-up even once, let alone three times). Once received, these comments are automatically entered into the system.
3. As our client, you will receive private online access to the **Home Feedback System**:
 - View all feedback responses to-date
 - View statistics summarizing all feedback to-date
 - View the status of pending feedback
 - View comments posted on activity that we have done to help sell your home
 - E-mail us directly

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Joe and David Zadareky Agent Feedback Program

What does this mean to you?

- You'll get immediate direct feedback from prospective buyers of your home allowing us to correct any misconceptions about your home or improve on problems with the way your home shows **BEFORE they impact negatively on the sale of your home.**
- Our system logs all the agents of prospective buyers that have seen your property. We use this to instantly email every agent that has shown your home to let them know when we are about to receive an offer. **This can lead to multiple offers or possibly a bidding war on your home.**
- We can also use the system to let other agents know about any changes in your listing. After all, what good is a marketing change if nobody knows about it?
- Feedback is always available to you (24 hours a day). You'll never feel like you are "out of the loop".
- Not only will you get far superior customer service, but **your home will sell faster and at a higher price**

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