

# Marketing Your Home



## Professional Photography:

Having sold Minolta Camera products for years and that I am an avid photographer I have at my disposal digital cameras, 35mm cameras, color saturated slow speed film, digital scanner and the photo enhancing tools of Adobe Photoshop. This translates into photos for of your home that will capture the imagination of prospective buyers all over the World.



## Internet Marketing:

It is one thing to pound a For Sale Sign into the Front Yard and pray that the Home will sell; it is entirely another matter to promote the Home to as many prospects as possible.

Today, the Internet is the way to reach the most prospects. Many 'Old School' Realtors will simply hand over the placement of your home in the Internet to office staff member and be done with it. They have no first hand knowledge of correct websites and keywords to use in advertising your home. This is not the case with my listings.



All of these websites you will find your Home Advertised on complete with property features and photos.

The more audience you reach for potential buyers the better the odds of getting the price you want for your Home. It is as simple as that.

Then there is my website: [www.hawaii realestate statistics.com](http://www.hawaii realestate statistics.com) where you will find your listing via a P.D.F. file with an embedded Audio Message. Here is an example of one of my audio messages for your home:

<http://www.hawaii realestate statistics.com/my-for-sale-listings.asp>

My Monthly Real Estate Articles on Oceanic Cable also bring many buyer prospects to my website where they will see your Home advertised as well.

## Around Hawaii

After this has been accomplished you Home is advertised to the agents that will most likely bring a buyer who work predominantly in your Neighborhood.



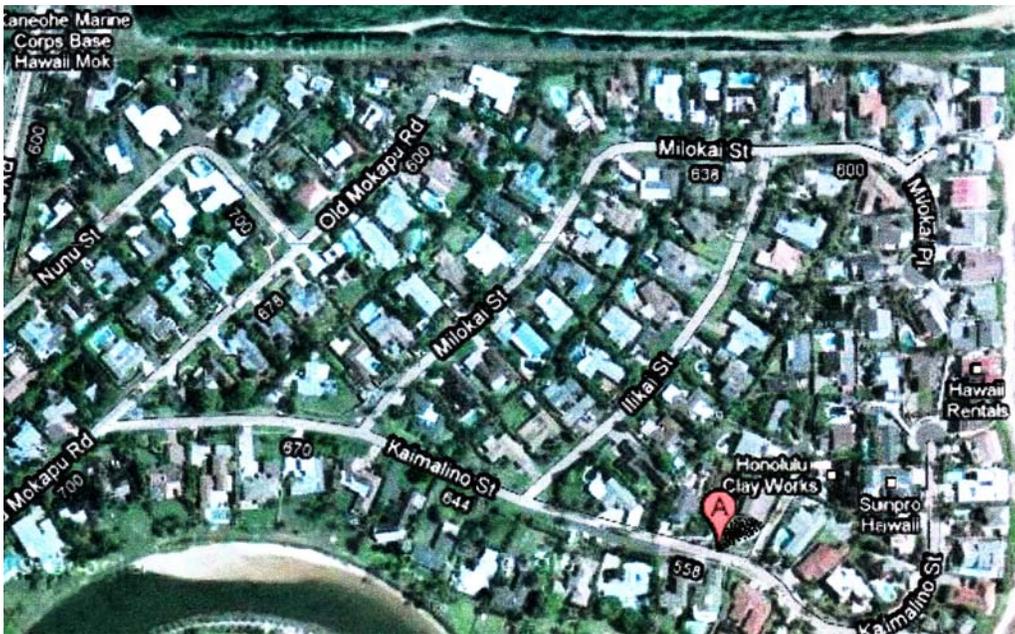
## Post Card Marketing:

“How do I do this?”

I track the best performing “Buyer Realtors” who have a consistent track record as Buyer Representatives. I can do this by looking up the Buyer Transactions in your Neighborhood and I then send these agents emails and postcards advertising the features and benefits of your Home.

Each Realtor has a “Sales History Report.” I simply know who is doing what in your neighborhood.

Then there is the Post Card Campaign to your neighbors throughout the neighborhood who tell their friends.



## Open House:

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There are a lot of "Beds" when you buy your first home.

OahuOpenHouse.com powered by HCentral.com

Search for Open Houses

(IMPORTANT) Your browser must be set to allow cookies for proper operation of this feature.

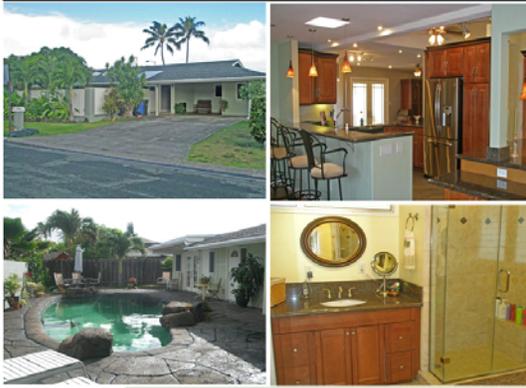
Maui Oahu (272 listings)	Ewa Plain (43 listings)
Diamond Head (74 listings)	Wahiawa (8 listings)
Maui Oahu (18 listings)	Wahiawa (27 listings)
Kailua (42 listings)	Pearl City (11 listings)
Kaneohe (18 listings)	All Oahu (108 listings)
North Shore (17 listings)	Waikiki Only (114 listings)
Central Oahu (13 listings)	
Leeward (7 listings)	

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Open House Guide-Honolulu Board of Realtors



Mililani Mauka \$989,000  
4 Bedroom, 2.5 Baths F.S.  
217 Aikapa St., Kailua, HI. 96734



RE/MAX Honolulu  
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**# 1 Real Estate Author Oceanic Cable**  
[www.hawaiiif.com](http://www.hawaiiif.com)  
[www.hawaiiirealestatetstatistics.com](http://www.hawaiiirealestatetstatistics.com)  
[www.roundhawaii.com](http://www.roundhawaii.com)

<b>Open House</b>
Date: May 6th
Time: 9:30 A.M.
95-864 Ukuwai St., Mililani Mauka



Contact person: 808-384-9015
Mike Gallagher, Broker in Charge RE/MAX Honolulu Phone: 808-384-9015 E-mail: mikeg@hawaii.rr.com
<a href="http://www.hawaiiirealestatetstatistics.com">www.hawaiiirealestatetstatistics.com</a> <a href="http://www.aroundhawaii.com">www.aroundhawaii.com</a>

There is a lot of marketing that goes towards the effort to sell your Home to obtain the highest price and the least amount time and stress as possible.

### Other Marketing Tools:

- Staging
- Brokers Open Houses
- Contractor Repairs
- Landscapping
- Cleaning

All these and more are available when you list your Home with me.

Give me a call for a free consultation.

Mike Gallagher, Broker in Charge, Abe Lee Realty  
Ethics Complaints Review Committee Member, Honolulu Board of Realtors  
808-384-9015 mikeg@hawaii.rr.com