



Effective Marketing

The Pelikant
Group

720-318-1362

A marketing plan should be customized for your home to attract the greatest number of interested buyers. It should be aggressive, professional, and top quality, especially in today's Buyer's Market. But before this can happen, you need to understand where a Buyer comes from and how they will find your home. In addition, you need to understand what type of Buyer is going to purchase your home.

So, where do Buyer's come from who will purchase your home?

35 % come from other real estate agents.

25 % come from the internet.

15 % come from yard signs and flyers.

9 % come from friends and family.

9 % come from builders.

5 % come from print advertising.

2 % other.

Other important facts:

95 % of buyers start their home search on the internet, even if they are working with an agent.

84 % of internet users polled valued most multiple Photos.

83 % of internet users polled valued most is detailed information.

When you hire us to handle the sale of your home, you will receive our “Custom Home Marketing Solution” which includes the following:

- 1) Customized Marketing Plan.**
- 2) Fourteen of the top real estate websites...including one for your home.**
- 3) Real estate publication.**
- 4) Six point real estate agent marketing plan...so other agents will see your home and bring their buyers.**
- 5) Professional color photography and graphics.**
- 6) Aggressive buyer and agent follow-up plan.**
- 7) Presentation of your home at both Keller Williams and South Metro Board of Realtors®.**
- 8) MLS, sign, highly professional flyers, home staging, open houses, 800 marketing line and call capture, home book, internet classifieds, and more**
- 9) Weekly seller updates...mailed and e-mailed to you.**

Our “ Custom Home Marketing Solution” is aggressive, bold, and highly active to market your home 24 hours a day, seven days a week. This allows buyers to find your home faster, thus your home sells faster.

Featured Websites

- DenverMetroHouseFinder.com
- Realtor.com
- Craigslist.com
- MyKW.com
 - 1) Every Keller Williams Office
 - 2) Every Keller Williams Agent Site
- NetZero.com (Office Stealth Site)
- ThePelikantGroup.com
- REColorado.com
- Backpage.com
- PelikantRealty.VFlyer.com
 - 1) Oodle.com
 - 2) Edgeio.com
 - 3) Google Base.com
 - 4) PropSmart.com
 - 5) Trulia.com
 - 6) Vast.com
- HomesIllustrated.com

In addition traffic is driven through sites using pay-per-click, offline target marketing, and real estate books,.

800 Marketing and Call Capture

The 800 marketing line is a passive tool allowing interested parties to find out about your home. In addition this tool captures the message, the parties phone number, and the parties address. This information is sent to our cell phones and e-mails. Within seconds we can make contact with the interested party.

Voice message sent to (888) 331-7583 mailbox 81 ext 436 at 4:52:52 PM on 12/4/2006 from Penny Hunt (303) 795-7022.

This message appears to be a hang up.

Penny Hunt
Highline Meadows
230 E Highline Cir
Littleton, CO 80122-1030

Website Capture System

Our websites use the latest technologies. Our search engines let us know exactly what type of homes internet users are looking at:

Dylan		Archive Lead Delete Lead	
User Summary		Search Summary	
Buving Time:	6 to 12 mths	Signup:	Dec 4, 2006
Mortgage:	Need One	Property Types:	Residential
Phone:	303 995 8668	Price Range:	\$87,000 - \$180,000
Recom. Listings:		Average Price:	\$150,084
Recom. Searches:		Sq.Ft. Range:	1,056 - 3,452
Listings Saved:	2	Average Sq.Ft.:	1,710
Listings Viewed:	58	Average Bedrooms:	4
Searches Saved:		Average Baths:	3
		Cities:	Arvada, Aurora, Black Hawk, Brighton, Brush, Castle Rock, Commerce City, Denver, Frederick, Gill, Jefferson, Monument, Northalenn, Shawnee, Simla, Thornton, Trinidad, Westminster

Profile	Campaigns	Actions	Notes	Dream Home	Properties	Searches	Showings	Recommend	Email Lead
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Profile

Registration Source: http://www.searchdenvermetrohouses.com/

<p>Lead Status/Priority: Top of Form</p> <p>Unclassified</p> <p>Bottom of Form</p> <p>Bottom of Form</p> <p>Initial Default Campaign</p> <p>Top of Form</p> <p>Bottom of Form</p> <p>Bottom of Form</p> <p>Attach To Campaign: Top of Form</p>	<p>Registration: Dec 4, 2006</p> <p># of Logins: 1</p> <p>Last Login: Dec 4, 2006</p> <p>Optout Info: Top of Form</p> <p>Email Optout Preferences:</p> <p>Receive Campaign Emails: Yes</p> <p>Receive Just Listed Alerts: Yes</p> <p>Receive Saved Property Alerts: Yes</p> <p>Bottom of Form</p> <p>Bottom of Form</p>
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[Update Profile](#)

<p>First Name:</p> <p>Last Name:</p> <p>Email:</p> <p>Address 1:</p> <p>Address 2:</p> <p>City:</p> <p>State:</p> <p>Zip Code:</p> <p>Contact Phone:</p> <p>Work Phone:</p> <p>Home Phone:</p>	<p align="center">Last Note</p> <p align="center">(December 4th, 2006)</p> <p>Listings saved by this Lead</p> <p>Address:</p> <p>Bottom of Form</p>
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This allows us to target would be buyers with our listings, which helps sell your home faster. In today's market...timing is everything. This allows us the opportunity to match Buyers and Sellers.

Real Estate Publications

Your home will appear in Homes Illustrated or Homes and Land.

Professional Color Photography, and Graphics

When they say “A picture is worth a Thousand Words”, they’re not kidding. The wrong photo can actually make a home smaller. Photos need to be clear and in full color. All our print media uses only color photos, even our flyers are in full color.

We use HTML to create professional property online flyers. This is used in Craigslist and Backpage.com and other online search tools.

Marketing Real Estate Agents

We market real estate offices and other agents. Why? Forty percent of Buyers find their home through their real estate agent. So we market other agents. How?

- Every Property listed is sent directly to every real estate agent in our data base through our special web site marketing tools.
- Every real estate agent is notified (as well as buyers) of all Open houses.
- Every agent is notified (as well as buyers) of all price reductions.
- Every agent is contacted through email or direct call to get showing feedback.
- Live Presentations to Keller Williams (Our office has over 300 Agents) and the South Metro Denver Realtor Association (SMDRA for short). Every Friday nearly a thousand Realtors® meet to tell each other about the homes we have for sale.

Other

In addition to the strong technology, we use a highly recognized sign. Keller Williams is the fastest growing real estate company in the U. S. and Canada,

currently fourth largest.

Open houses are done monthly to attract even more interest to your home. Many in our industry argue against Open Houses. But what they fail to realize is that nine percent of buyers learn of homes they purchased through friends and family who live in the area.

Weekly Client Update

Each of our clients receive a weekly update mailed or e-mailed. This will allow you to stay fully informed of our progress to market your home, as well as knowing what buyers think of your home. In addition, every Client receives an ID and password. Each week we will update our site on all progress, allowing you to always stay in touch.

In addition, after every 30 days we do a new Comparative Market Analysis (CMA) and discuss with you what we see happening in the market in relation to your sales price.

Closing

As you can see our “Custom Home Marketing Solution” is aggressive, bold, and highly active to market your home 24 hours a day, seven days a week. Allowing Buyers to find your home faster, thus your home sells faster.