

# MARKETING PLAN

- Contact existing buyers
- Financially qualify buyers before showing
- Notify other salespeople
- Cooperate with all agents
- Inner-office cooperation and marketing ideas
- Multiple Listing Service
- Windermere web site (with access to all M.L.S. listings) and agent *www.gregandcarol.com* web page
- Tour-M.L.S. and Windermere Southside Office
- Visibility of broker
- Financing alternatives explored
- Communicate with lenders
- Advertise in Windermere Banner Ad Sunday Paper when space available
- Advertise Real Estate Book monthly
- Advertise various websites – i.e. Trulia, Tour Factory, Windermere links, etc.
- Distribute special features sheet.....flyer box, city wide distribution to real estate offices
- Open house to the trade
- Open house to the public

