

Marketing Your Property

“A good marketing plan is designed to reach as many prospective buyers as possible through varied & unique avenues.”

- Take *photographs of property/land/exterior/interior/outbuilding* and take room measurements to be used in marketing description.
- Create a *data sheet and/or color brochure* of property. (Printable PDF version data sheets available online)
- Place a professional *property sign with data box* to direct buyers to the property. (*directional signs if permitted by municipality*)
- Include up to **25 interior & exterior photos** posted to MLS / wihomes.com, billminett.com, Realtor.com (for partner websites refer to ONLINE Marketing page)
- Be part of one or more: Direct email flyer(s) to 15,000 + participants (during peak months)
- Properties available list posted in data boxes at every listing the Real Estate Company, Lake & Country (exposure to thousands of potential buyers)
- Open house rotation with print advertising; internet posting of open house

PREMIUM 4-COLOR MARKETING as deadlines allow in one or more of the following:

- Place an advertisement in *“Homes & Land”* Real Estate Guide (4 cover / back page combinations reserved during peak months)
- Place an advertisement in *“M” Magazine* (Targeted Circulation into Waukesha, Washington, Ozaukee, Milwaukee Counties AND guests of 13 major hotels within named 4 county area)
- Place an advertisement in *“30West”* (F/K/A Living on the Lake & Living Lake Country) (Received by all Waukesha County Lakefront owners as well as targeted lake country residential areas— approx. 50,000 distributed)

NEWSPAPER PLACEMENTS as deadlines allow

- Place a New Listing ad in *“Milwaukee Journal”* or *“Local Newspaper”* or *“Lake Country Living Sunday Insert Journal”* (ad location will be determined by physical location of property)
- *Local Newspaper* rotation in the following (Lake Country Living Sunday section within Milwaukee Journal OR Lake Country Reporter, Oconomowoc Focus & Kettle Moraine Index OR NOW Newspapers—Washington County, Brookfield)

DIRECT MAIL

- Place an advertisement in *“Chicago SunTimes”* OR *“Chicago SunTimes Insert Piece”* (Targeted zip codes selected, average household income \$200,000 and above)
- Be part of one or more: Direct Mail flyer(s) or postcard mailed to researched Buyer market (during peak months)