

MARKETING PLAN

VERBAL COMMUNICATION

- > Your property will be announced to agents within Christie's International before it's live on the MLS as well as when it is actively listed
- > We will personally call all agents and clients that are looking for a property in your area
- > Your property will be featured and syndicated within the Christie's Master Circle

SHOWINGS

- > We will be at every showing to ensure the proper presentation and showcasing of your property. We do not lockbox any of our listings
Unfortunately with homesites, many agents tour the property with their clients without notice to the listing agent. This is beyond our control.

PRINT AND MARKETING

- > Send a "Just Listed" mailer to your property's subdivision
- > Highlighted and featured within The Scout Guide network
- > Customized print marketing campaign based on property features

DIGITAL MARKETING / ADVERTISING

- > Create a digital brochure for online marketing
- > Send a monthly e-blast to the real estate community
- > Post your property on high viewer traffic social media sites
- > Property videos
- > Market updates with property videos
- > Social media posts and stories
- > Selling the Slopes and Christie's website features

ONLINE SYNDICATION

- > Syndicate your property listing to over 10,000 websites, including the mainstream real estate search engines: not limited to ChristiesRealEstatePC.com, Realtor.com, Trulia.com, Zillow.com, LuxuryRealEstate.com, HomeFinder.com, Homes.com and FrontDoor.com
- > Preferred Global Media Partners:
Not limited to The New York Times, Mansion Global, The Wall Street Journal, Architectural Digest, ELLE Décor, dwell, Vanity Fair, Vogue, and Financial Times