

JUPITER FARMS - MARKETING PLAN

WHAT SELLS HOMES? E X P O S U R E !

How do you go about exposing your home to the RIGHT buyers? Cast a wide net, and use the right bait. Here's how I do it:

Cast a wide net:

- Input your property in the Regional Multiple Listing Service
- Install a For Sale sign on your property (where allowed)
- Print and distribute professionally designed marketing flyers
- Print and mail professionally designed "Just Listed" postcards
- Advertise in appropriate print media
- Promote the property to local real estate brokers
- Hold Open Houses (where allowed)
- Advertise on my car
- Advertise with virtual tours
- Promote the property via an email flyer blast (goes to 4400 agents in the area)

- And ESPECIALLY... Advertise all over the internet :
 - o www.BuyJupiterFarms.com
 - o www.JupiterFarmsProperty.com
 - o www.JupiterFarmsExpert.com
 - o www.YourJupiterFarmsHome.com
 - o www.JupiterFarmsLots.com
 - o www.NCPflorida.com
 - o www.ILoveJupiterFarms.com
 - o www.JupiterFarmsMaps.com
 - o www.JupiterFarmsExperts.com
 - o www.MyJupiterFarmsHome.com
 - o www.AndreaDiRico.com

- o Your Own Property Website (i.e. www.12345SandyRun.com), plus Much More:
 - o Google.com
 - o YouTube.com
 - o www.Realtor.com
 - o www.Craigslist.com
 - o Ask.com
 - o www.Homestore.com
 - o realestate.Yahoo.com
 - o www.Zillow.com

- ...plus many other creative initiatives that may create additional exposure for your property.

Use the right bait:

- The RIGHT Price: Complete a full comparative property analysis (CMA) on the property to determine the highest asking price that still keeps the property "saleable"
- The RIGHT Incentive: Offer a greater incentive than your competition to the buyes' brokers who are the most likely to sell your home.
- The RIGHT Property: Properly stage the property to appeal to the widest variety of buyers. I'll show you how.



ANDREA DIRICO

Broker-Associate, General Manager
North County Properties and Investments, Inc.
Office (561) 427-0470 Cell (561) 543-8715
Andrea@AndreaDiRico.com www.AndreaDiRico.com

**NORTH COUNTY
PROPERTIES**
19510 US Highway One N
Tequesta, FL 33469



WWW.BUYJUPITERFARMS.COM