

MARKETING

by Joan Yarfitz & John Steiner

www.TrulyUniqueProperties.com

A Proper and Effective **Marketing Plan** is Essential in Today's Competitive Environment.
We are Committed to Providing You with the Best Marketing Program Available.

- Your Property will be Placed on the **Internet**, through www.trulyuniqueproperties.com; www.joanyarfitz.com; www.johnsteiner.net; www.theMLS.com; www.Realtor.com; www.trulia.com; www.kw.com; www.theLATimes.com; www.buildatour.com; www.craigslist.com; www.zillow.com; www.houselist.com – plus many other website links.
- **A Personalized Domain Name** Will be Purchased for Your Property.
- **A Custom Website** Will be Created Just for Your Address & Listing.
- **A Sign** Will be Placed on the Property, with Your Approval.
- **Photographs** of Your Property Will be Taken.
- **A Press Release** will be Written and Submitted into the **KW Advertising System**.
- **Press Material** Will be Submitted to *The MLS Open House Guide*.
- **A Customized Flyer/Brochure** Will be Created for Your Property.
- **A Customized Color Slide Show** Will be Created for Your Property.
- Approximately 2500+ Brokers & Potential Clients Will Receive an **Email Blast** of Your Property's Custom Brochure or Flyer.
- **Brokers' Open Houses** Will be Arranged for Appropriate Day of Week – Tuesday for Westside; Thursday for Eastside; Friday for Valley Agents.
- **Public Open Houses** Will be Arranged, with Your Permission, for Sundays.
- You Will Receive **Updated** Info on Website Hits; Advertising Submissions and Spending Reports.
- Your **Ideas** Will be Considered in all **Marketing Plans**.
- You Will be Updated on **New Listings/Sales** in the Area.



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