

Marketing & Advertising Strategy

1. Staging Recommendations
2. Pricing Strategy & Plan
3. Global On-Line Bidding Consultation
4. For Sale Sign
5. Box with Flyers outside of property
6. Property Flyers inside
7. House launched on MLS and Global On-Line Bidding site if applicable
8. Broker's Tour
9. Email and voice broadcast to Agent Network
10. Open House/Preview date Schedule
11. Property featured on DugganTeam.com, Realtor.com, Craigslist.com, Househunteastbay.com and Househuntbayarea.com
12. Property featured on 30+ websites such as : GoogleBase, Zillow, Lycos, Oodle, BackPage, HotPads, Trulia, Vast, Enormo, ByOwnerMLS, Local, Radin, Movoto, 68oHomes, FrontDoor, DotHomes.
14. Property featured on 21 International Websites and 8 Auction sites if Global On-Line Bidding listing
15. Virtual Tour posted on all sites possible
16. Open House/Preview dates advertised on-line
17. Property featured in *Home Folio* Magazine
18. Postcard sent to database of clients and prospects
19. Weekly Seller Updates regarding agent showings and prospective buyer interest
20. DVD at COE

THE DUGGAN GROUP



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Convenience . Experience . Results.



