



### OUR MARKETING PROGRAM

- Detailed Comparative Market Analysis (CMA) carefully estimating the current market value of your property using our extensive knowledge of the regional market.
- Immediate upload to the Consolidated Multiple Listing Service (CMLS) and the Connecticut Multiple Listing Service (CTMLS) as well as Realtor.com.
- Fully advertised Broker Open House with invites emailed to hundreds of area Realtors.
- Listings uploaded to our heavily trafficked website featuring large format pictures, informative printable brochures, Google mapping, and useful local information and news.
- We are an Internet Data Exchange (IDX) partner, allowing our listings to be included and advertised on other real estate broker websites.
- Aggressive ad campaigns with both Yahoo! and Google, as well as a banner ad placed on Realtor.com linking prospective buyers to our website and your property.
- We enjoy a reputation in the local real estate community for fairness and cooperation—meaning other brokers never hesitate to show our listings.

### LOCAL ADVERTISING

- Regular ads featuring our listings run in the Litchfield County Times, Passport magazines, and other local and regional real estate publications.
- Member of the Northwest Connecticut Convention and Visitors Bureau, publisher of the Litchfield Hills magazines.
- Proud sponsor and supporter of many local organizations including: The Kent Volunteer Fire Department, The Kent Community Players, The Kent Film Festival, The Kent Land Trust, The Kent Community Fund, The Sherman Chamber Ensemble, Women's Support Services, Kent Memorial Library, and the Kent Children's Center



### HOMES AND LAND

- Your property will be advertised in Homes and Land's free magazine found at many local restaurants and shops as well as their award winning website.
- Print circulation reaches 22,000 people who are actively searching the region.
- Listings uploaded to Yahoo!, Google, MSNBC, and Trulia.com.
- Listings over \$750,000 uploaded to New York Times Great Homes and the International Herald Tribune websites.



### THE REAL ESTATE BOOK

- Your listing will be advertised in The Real Estate Book's free monthly magazine as well as their website.
- Print circulation reaches 24,000 people searching Northwestern Connecticut.
- Free copies available at all area real estate offices as well as local businesses and restaurants.
- Internet exposure to 20 million visitors on the Real Estate Book website.



**WHAT YOU CAN EXPECT FROM US**