



Burford & Henry

REAL ESTATE SERVICES

11178 Route 322 • Shippenville, PA 16254 • www.burfordandhenry.com

Sales • Appraisals • Management

Phone 814-227-7355

Fax 814-227-2450

FULL SERVICE MARKETING PLAN

Our goals are:

1. To help you get your property sold.
2. To help you get to where you want to go on time.
3. To make it easier for you.

Marketing Plan

1. **Staging.** We will assist you with preparing your home for sale.
2. **Pricing.** We will assist you with pricing your property based on a competitive market analysis. This will help you to set the best price on your property so that it will sell within your time frame.
3. **Burford & Henry Marketing System.** We will enter your property into The Burford & Henry Real Estate Services marketing/information system.
4. **Burford & Henry Sign.** We will place one of the Burford & Henry Real Estate Services Unique Eye Catching signs on your property.
5. **Lock Box.** We will place a lock box on your property to increase showings and provide you with the security of knowing your key stay on your property.
6. **Multiple Listing Service.** (MLS) We will enter your property's information into the MLS, giving your property exposure to over 100 Realtors in Clarion, Venango, Forest and Jefferson counties.
7. **Internet.** We place your Property's information on Realtor.com, the nation's largest real estate web site as well as for other web sites; including burfordandhenry.com, Point 2 Agent website, craigslist.org, and backpage.com.
8. **Virtual Tours.** We will create a customized virtual tour of your property **
9. **Mail to Neighbors.** We will mail your property's information to 10 neighbors closest to your Property.
10. **Email to potential buyers.** We will send information to potential buyers looking in your neighborhood from our extensive database of buyers.
11. **Real Estate For Sale.** We will advertise your Property every month in the Real Estate For Sale Magazine. The Real Estate For Sale Magazine appears monthly throughout Clarion, Forest and Venango Counties. Your Property will be exposed to over 8,000+ households every month.
12. **Newspaper Advertising.** We will place ads in several of the following newspapers: The Clarion News, The Derrick, The Leader Vindicator, Jefferson Democrat, The Forest Press, The Progress news, The Butler Eagle, or the Pittsburgh Post Gazette as well as for other local or regional newspapers.**
13. **Monthly Contact.** I will contact you monthly to give you an update on the marketing of your Property and answer any questions you may have.