



Floridian
REALTY SERVICES, LLC



Marketing Summary

- A high visibility sign will be installed in the front yard. Signs have a direct telephone number and website address.
- A lockbox is installed to provide easy showing access by cooperating agents from all local Realtor associations. Flyers are placed inside the home for Buyers to take with them during a showing.
- We are happy to advise on helpful repair, maintenance, and cleaning items to assure the home stands out from the competing homes for sale.
- A highly detailed Multiple Listing Service entry will be inputted including detailed comments, easy to find directions, ten photos, virtual tour link, and easy showing instructions for agents.
- Many digital photos will be taken of the property from various angles. The photos are then downloaded to the computer, the best ones selected, and digitally edited before being used in marketing material. Wide Panoramic photos are also produced to capture water views, etc.
- A slide show photo tour, utilizing Picasa Web Albums, will be assembled.
- A digital video can also be taken of the property and posted on our website.
- As a member of the Englewood Area Board of Realtors (EABOR) our listings are viewed by cooperating agents through the Mid Florida Regional MLS (35,000+/- agents) throughout Charlotte, Desoto, Sarasota, Manatee, Hillsborough, Polk, Lake, Osceola, Orange, Seminole, and Volusia counties. Next, our listings are visible by all Florida Association of Realtor (FAR) agents at FloridaRealtors.org (120,000+/- agents)
- We advertise monthly on a rotating basis between magazines such as The Real Estate Book, Gulf Coast Real Estate Guide, and Home Connections.
- www.FloridianRealtyServices.com is our main website featured in all marketing material to drive traffic to our site. Homes are placed on the Featured Listings page of the website.
- We may also develop a stand along web page just for marketing this particular home. (i.e. www.onlineFRS.com/maplestreet)
- Customers may view our listings on the following Realtor® websites:
 - MyFloridaHomesMLS.com; Floridalivingnetwork.com; Realtor.com



- In addition, our listings are uploaded to the following websites:



- All customer inquiries are answered promptly and followed up upon.
- We have access to a State Certified Building contractor and Professional Engineer to answer customer's questions.
- We have access to a full array of trade partners to assist customers with a smooth transition moving into their new home. Visit Online:
http://www.onlinefrs.com/Helpful_Links.html
- Agent inquiries are followed up with an email or fax information package. Agents are requested to give feedback via our online feedback form after showing the property.
- Please visit the Selling page of our website at www.FloridianRealtyServices.com for more information. Our marketing campaigns are always evolving, changing, and improving. We will provide updated Marketing Summaries for the home as we implement our marketing efforts.