

## Marketing Strategy:

### About our company

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BetterHomesUSA Was Recently Voted One Of The Best Realtors In The Asbury Park Press Reader's Choice Award.

Our systems are instrumental in mobilizing the real estate community by leveraging the laws of supply and demand. Our systems encourage real estate companies in the local and outlying marketplace to become actively involved in the marketing of your property. For their efforts, we make available the selling portion of the real estate fee to all companies and sales associates in the marketplace.

The most valuable marketing tool used by any company is the significant activity of advertising your property to other real estate associates. We, as the marketing associates for your property, will see to it that your property is sold twice first to the real estate community, and subsequently to the buying public. These associates and their customers make up the BetterHomesUSA real estate community buyers pool. These associates provide counsel and guidance to the overwhelming majority of potential buyers.

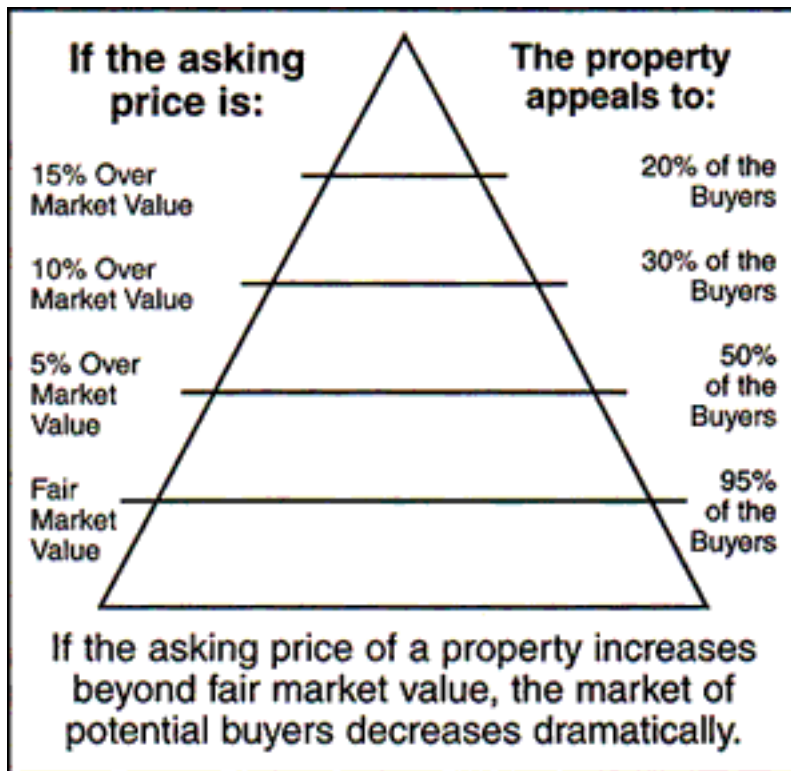
We will be the aggressive marketing coordinators with a campaign that includes advertising, public relations, direct mail, internet, and BetterHomesUSA sales associates are all thoroughly trained and totally dedicated to working toward a common goal: marketing your property.

Cooperative Showing Suggestions are unique to BetterHomesUSA and enable us to put a detailed plan on how to show your home in the hands of all cooperating agents before they bring prospective buyers.

NOBODY DOES IT BETTER. *Nobody.*



# Marketing Service



## The Marketing Upgrade System

Our unique Upgrade System is the point of difference between our agency and all others. It includes:

The BetterHomesUSA Home Merchandising System was designed in New Jersey and is now used nationally to enhance the value of a property through merchandising, before the actual marketing plan begins. The Merchandising System is comprised of videos and print material which guides the homeowner through a variety of inexpensive and free projects designed to make their home more presentable for showing.

[Merchandising Your Home](#)

The BetterHomesUSA International Referral Network links qualified real estate professionals in relocation markets across the country. Through our network, we have access to buyers from all of our members.

Our Target Marketing is a personalized plan for marketing your property; designed to find the right buyer. Additionally, all of our BetterHomesUSA real estate agents have their own pool of buyers. Your new listing will be exposed to our inventory of current buyers who have not found a house to meet their needs in the current Multiple Listing Service inventories. They will be immediately notified that your home is available for sale.

The Renter to Buyer Assistance Program is a method to aid properties listed through BetterHomesUSA Realtors, and offers seller assistance to qualified buyers. This program is primarily used for first-time homebuyers who in most cases can afford a monthly payment but are short on the down payment and/or closing costs. [Downpayment Gift](#)

Corporate Relocation Service is available to us as part of BetterHomesUSA Home Services. We have relocating families which, in turn, are introduced to your home and our marketplace.

Agency Disclosure. We would be working for you as a Seller's Agent. A Seller's Agent works only for the seller and has legal obligations called fiduciary, duties, to the seller. A Buyer's Agent works only for the buyer. A Buyer's Agent has fiduciary duties to the buyer. A Disclosed Dual Agent works for both the buyer and the seller.

Staging Listings. As the marketing coordinator for your property, I will be sure that your listing is promoted to all real estate agents, including staging a broker open house whereby all realtors have the opportunity to preview your home for their qualified buyers. [First Impression Homes](#)

Home Mortgage Services. Through our network of lenders, we have access to over 150 loan programs available to the buyers today. Special financing text message signs for your property. [Free Mortgage Pre-Qualification](#)

Inspection Coordination. As your marketing coordinator, I will coordinate scheduling and be available for all inspections including radon, termite, lead paint and home inspection. I am also present for all mortgage

# Internet Advertising

If you want to sell your home, a strong Internet presence is vital. This is because most buyers these days use the Internet to look for homes. Buyers can access more information on the Internet than from any other source. Multiple photos of homes' interiors and exteriors, virtual tours, interactive maps, easy property search options, automatic email updates of new listings, and other real estate information is available online, making the Internet an attractive place to search for homes.

The use of the Internet by homebuyers has increased phenomenally over the years. An ample number of researches and surveys have been conducted which prove that an increasing number of consumers are using the Internet to buy, sell and invest in real estate.

According to the study conducted by the National Association of Realtors® in 2005, the use of Internet to search for a home has risen dramatically from a miniscule 2% of buyers in 1995 to a whopping 81% in 2005. People who first learn about the home they buy from a real estate agent count up to 36%, while only 15% learn from yard signs, which is the next largest source of information.

Our Internet marketing system includes featuring your home on the following sites:

- † [BetterHomesNJ.com](http://BetterHomesNJ.com)
- † [HomesInYourTown.com](http://HomesInYourTown.com)
- † [HomesinNewJersey.com](http://HomesinNewJersey.com)
- † [HomesinNewYork.com](http://HomesinNewYork.com)
- † [BetterHomesUSA.com](http://BetterHomesUSA.com)
- † [BetterHomesUS.com](http://BetterHomesUS.com)
- † [HomesofDistinction.com](http://HomesofDistinction.com)
- † [CribsinYourTown.com](http://CribsinYourTown.com)
- † [CondosinYourTown.com](http://CondosinYourTown.com)
- † [HomesintheUS.com](http://HomesintheUS.com)
- † [HomesintheUnitedStates.com](http://HomesintheUnitedStates.com)
- † [HomesAdvisor.com](http://HomesAdvisor.com)
- † [RealEstateinYourTown.com](http://RealEstateinYourTown.com)
- † [Adulthomes.com](http://Adulthomes.com)
- † [NewHomesinYourTown.com](http://NewHomesinYourTown.com)
- † [RentalsinYourTown.com](http://RentalsinYourTown.com)
- † [Realtor.com](http://Realtor.com)
- † [Homes.com](http://Homes.com)

and over 1000 real estate domains.

We create your homes own web page and url.  
[21ocean.betterhomesus.com](http://21ocean.betterhomesus.com)

Feature your home on your towns website.  
[HomesinMonmouthBeach.com](http://HomesinMonmouthBeach.com)

Google and Yahoo Pay Per Click Advertising  
[Yahoo Pay Per Click Sample](#)

Home Sky Search  
[HomeSkySearch.com](http://HomeSkySearch.com)

Live Help



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## **Virtual Tours**

[BetterHomesUSA Virtual Tours](#)

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## **Home Warranty**

The Home Protection Plan adds value to your home and is a safety net before and after your home sells.  
<http://www.bhnj.com/warranty.html>

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## **Real Estate Auction**

[Auction Services](#)

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## **Homes of Distinction**

[HomesofDistinction.com](#)

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## **Print Advertising**

In support of our listings, we use the following print vehicles:

Local and Regional Newspapers

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## Real Estate Magazine



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## Utility Setup Service

Free [betterhomesconnect.com](http://betterhomesconnect.com)

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## Television Advertising

The "Homes in Your Town" television show airs every week.

[betterhomesusa.tv](http://betterhomesusa.tv)

[HGTV 30 Second Commercials](#)

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## Exclusive Color Brochure

An integral part of our marketing effort for your property is the use of a personalized color brochure. Color flyers and brochures create added exposure and attention for your property. These color brochures and flyers will be used for cooperating agents and buyers.

[Sample Brochure #1](#) | [Sample Brochure #2](#) | [Floor Plan](#)

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## Target Market By Direct Mail & Email

Targeted direct mail has become an incredibly effective way of distributing available property information to the marketplace. We regularly use direct mail to target all types of groups, including first-time buyers, move-up and downsizing buyers. Direct mail pieces will be sent to hundreds of homes in Monmouth County as well as our several offices announcing your property for sale. These direct mail campaigns continue throughout the period we are marketing your home and change according to the shelf position of your home and market conditions. We send thousands emails to opt-in clients every month.

[PostCards](#) | [Email Me Listings](#) | [Email a Card](#)

[Sample Email](#)

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## Mortgage Services

Special Listing Text message yard sign available for your home.  
(800) 498 - 4890

[www.intercountymortgage.com](http://www.intercountymortgage.com)

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## Know the Neighborhood

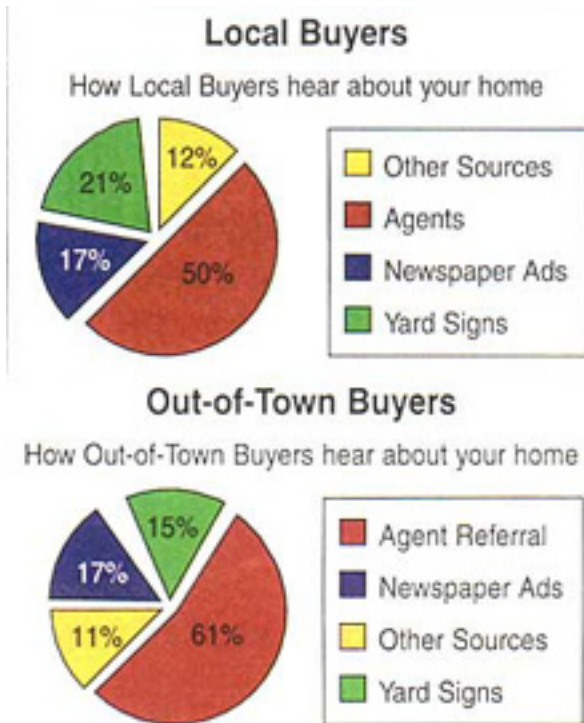
[Neighborhood Reports](#)

- † Aerial Photos
- † Recent home sales
- † Demographics
- † Schools
- † Crime
- † Climate
- † Houses of Worship

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## Buyer Agent Marketing And The Multiple Listing Service



Your property will be listed with the Multiple Listing Service. A broker open house will be held by BetterHomesUSA Sales Executives. This open house will be publicized to buyer agents through MLS announcing the date and time of the open house. BetterHomesUSA is a very broker friendly company. The simple fact is that the overwhelming numbers of properties listed are sold through the cooperation of another agency. We believe that discouraging agents from other real estate companies is counterproductive to our goal: the successful marketing of your property! We will also stage public open houses to attract additional buyers that may not have a relationship with an area broker. We have an 800 number call capture system

[Open Houses](#)

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## BetterHomesUSA Business Directory

[Business Directory](#) | [Insurance](#) | [Title](#)

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## Sales Force And Training

We have over 500 affiliated Sales Executives speaking over 15 languages. In addition to the requirements of the state, all BetterHomesUSA Sales Executives attend an additional seventy-five hour training course. Here, all sales executives are trained in the techniques of the Home Marketing System, which has sold more property than any other system in America.

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## Local Offices

We have affiliates in all 50 states.

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## **Additional Marketing Services:**

- † Transaction Insurance \$1,000,000
- † [Feng Shui](#)
- † Portion of every commission donated to help the homeless - [BetterHomes For All](#)
- † Update you on conditions locally and nationally that will affect the marketing of your property and keep you current on financing conditions in the real estate market;
- † Pre-qualify all potential buyers;
- † Stage public and broker open houses;
- † Provide you with timely feedback on all showings of your home;
- † Make available to you copies of your listing, advertising and marketing programs;
- † Be available to represent you when an agreement of sale is presented and to assist in obtaining the highest and most realistic price;
- † Constantly monitor the sale so that no problems suddenly develop. Oversee all follow-ups to assure that deposits are received, all contingencies are met, and time frames adhered to;
- † Be present at the Transfer of Title (closing) to continue to monitor the transaction for your benefit; and
- † Assist you in any way necessary to make the sale and closing of your property as smooth as possible with the least inconvenience to you and your family.
- † This Marketing Plan is our commitment to you should We decide to work together to market your most valued Possession: Your Home!!

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