

Marketing Plan

We know and understand that one of the most valuable services a Real Estate Company can provide for you is a Marketing Plan for your property. Zars & Rogers provides full service marketing techniques and branding that will ensure your property finds the right buyer, at the right price, and within your time frame.

In today's market, web presence is key. Roughly 80% of prospective home buyers begin their home search on the internet. Other Real Estate Agents also rely on the internet when searching for homes for their clients.



MLS – The Multiple Listing Service is the #1 selling tool for REALTORS. Over 7000 San Antonio REALTORS® have access to MLS...who are all working to sell your home!



CSS – The Centralized Showing Service allows showings on your home to be set up easily...which results in more showings...which leads to a faster sale! CSS also allows agents who have shown your home to provide feedback from the prospective buyers.



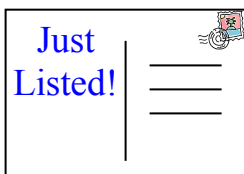
REALTOR.com is the number one website buyers use when looking for a home and is the world's largest real estate site. Your *Advanced Listing* on REALTOR.com will feature 16 photos of your home as well as a scrolling banner & open house information. Listings with multiple photos are over 70% more likely to be clicked for information than those with only one photo.

Additional Internet Exposure Including:

ZarsAndRogers.com
MySanAntonio.com
ActiveRain.com
Zillow.com
Trulia.com
Craigslis.com
Every website featuring IDX from San Antonio Board of REALTORS®



E-Blast Communication – An E-Flyer for your property is created & emailed to over 7,000 Real Estate Agents in San Antonio and surrounding areas.



Just Listed Cards – Sending “Just Listed” cards to your neighbors informs them that your home is on the market & provides them with information on how they can refer a friend or family member that might have interest in your home.

Yard Sign



Color Flyers Inside & Outside



Lockbox -

Placing a Supra Key Lockbox on your home ensures that your home will only be entered into by an approved real estate professional when you are not at home.

Newsletter -

Your home will be featured in our Zars & Rogers REALTORS® monthly newsletter.

Open House -

For added exposure, open houses allow neighbors & prospective buyers to view your home without having an appointment.