

Marketing Plan

We know and understand that one of the most valuable services a Real Estate Company can provide for you is a proven **Marketing Plan** for selling your property. **Zars & Rogers REALTORS®** 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...as is keeping up with new & innovative technology. Over 90% 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. Here are just some of the key ways that **Zars & Rogers REALTORS®** will market your home...



MLS – The Multiple Listing Service is the #1 selling tool for REALTORS®. Over 7000 San Antonio REALTORS® have access to MLS...This is the first place they will look when searching for homes for their buyers!

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.



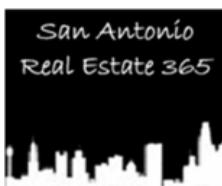
REALTOR.com is the #1 website buyers use when looking for a home and is the world's largest real estate site. Your *Advanced Listing* on REALTOR.com will feature many photos of your home as well as a scrolling banner & open house information. Listings with multiple photos are over 70% more likely to be clicked for information than those with only one. REALTOR.com also has a smartphone app that makes finding your property quick & easy for smartphone users...

Social Media Networks - We fully utilize social media sites such as Facebook, Twitter & Linked-In to reach, inform & keep in touch with prospective buyers.



Zars & Rogers REALTORS®

Our Websites & Blogs – Each of our websites & blogs are customized for search engine optimization & are tailored to attract & retain visitors who currently live in or who are looking for homes in and around San Antonio.



Zars & Rogers REALTORS® (ZarsAndRogers.com)
 San Antonio Real Estate 365 (SanAntonioRealEstate365.com)
 365 Things to do in Stone Oak & Far North San Antonio (365StoneOakFarNorthSA.com)

Additional Internet Exposure (including but not limited to):
 MySanAntonio.com, Zillow, Trulia, Craigslist, Google, Yahoo & Every website featuring IDX from San Antonio Board of REALTORS®



QR Codes - We utilize new technology such as the ability to allow prospective buyers and others to quickly & easily access up-to-date information on customized websites directly from their smartphones with the use of QR Codes. Simply open a 'barcode scanner' application on your Smartphone, point your phone's camera at the code and scan...

The code will take you to a mobile site where we provide information such as photos, features, pricing & even video tours...



Video Tours - A Video Tour will be made of your property & then that video will be uploaded on various sites to increase exposure & also allow out-of-town buyers to explore your home.

Color Flyers Inside & Outside

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 - Passerby's will know your home is on the market...and they will know how to contact us for more information.

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.

Zars & Rogers REALTORS®

(210)209-8711

www.ZarsAndRogers.com



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

Open House – For added exposure, an open house allows neighbors & prospective buyers to view your home without having an appointment.