

MARKETING YOUR HOME

GOOD NEWS: The best marketing tools for selling your home are not complicated or expensive. In fact, the best lead generators are often the simplest. Here are the tools you'll need and where to find them:



1. FOR SALE SIGN

Widely recognized as the number one marketing tool, a simple For Sale sign is a must for any home seller. It should be big enough to read easily from a distance, and it should always include your phone number. Best place to pick up a good, sturdy sign is at your local home improvement store such as Home Depot or Lowes.

2. ADVERTISING

Where you advertise your home is very important. You want to choose the right internet websites that will give you the most exposure, and make it easy for buyer's to find your home. The combination of all three of the following locations are highly recommended.

Recommendation: Advertise online. Two of the best FSBO websites to advertise your home are INFOTUBE.NET™ and OWNERS.COM® (these are national websites that are well known and highly recognized by buyers).

Recommendation: Get on the MLS for a flat fee. Contact Yvette Head at yvettejhead@aol.com. She will put your home on the Multiple Listing Service (MLS) for a flat fee of \$249.90. (see postcard included in your package) You decide how much commission you are willing to pay a realtor should they bring you a buyer and you put your own FSBO sign in your front yard with your phone number. A Flat Fee MLS is the most inexpensive compared to most other providers. When your home is listed on the MLS, buyers can view your home on Realtor.com and many other websites. Your home will also be advertised on OpenHouseFinder.com.

3. INFORMATION FLYER TUBE / BOX

Recommendation: Print information flyers. Information Flyers are your property's "brochure." The purpose of this flyer is to provide quick facts and help buyers remember your property. Take advantage of the FREE listing on INFOTUBE.NET™ and print your flyers right from your website ad.

Recommendation: Attach an INFOBOX to your sign. Best place to pick up an INFOBOX is at your local home improvement store such as Home Depot or Lowes, or you can purchase one online at INFOTUBE.NET™. Keep your box filled at all times and don't forget to count how many flyers you are putting in your box.

4. OPEN HOUSES ARE A MUST!

Recommendation: Open houses are by far the most important thing you can do when selling a home. Most offers are made after a buyer has visited and/or viewed a home. Best time to hold an open house is on Sunday from 1-5 p.m. Hold as many Open Houses as you can.

