

Marketing Plan

Getting the best exposure

Strategic Pricing Based On

extensive local market knowledge, research of comparable properties, consideration of current market conditions.

Accessibility

through holding "Open Houses" for the buying public, through conveniently scheduled viewings, through the use of secure lockboxes.

Immediate Exposure to the Real Estate Community

through tours for the entire real estate brokerage community and by inclusion in the regional Association of Realtors'® Multiple Listing Service.

Networking

through distribution of highly visible neighborhood mailings, through our network of agents in the Bay Area, through personal clients and colleagues. One intangible: we have worked diligently to develop and foster good agent relationships with our colleagues. What this means to our clients is that our listings are shown by the majority of the real estate community.

Promotion

by distribution of a descriptive flyer, by posting a "For Sale" sign, by advertising regularly in the media, local and regional and through this site to the world wide web. We have learned that a particular "prescribed-time" marketing of a property serves buyer and seller well. First attempted in the mid-1980's, Tim Cannon pioneered this method of marketing homes in Berkeley and it is now the industry standard in our market area. A property is placed on the market for approximately 9-10 days, during which time it can be considered by all the ready and willing buyers. Then, offers are fielded and the seller can usually count on receiving bids that are carefully considered, and the buyers are not rushed into making rash or uninformed decisions. Often, the seller receives the best offer that is available, and the buyers have been enabled to make an educated, if not fully informed attempt at acquiring the property.