

# Our Marketing Plan

The Dickey Group's pledge to you, as our client, is to get you the highest price and the most favorable terms in the least amount of time and inconvenience to you.

Even in good real estate markets, the competition is tough and our job is to out market all of the homes competing for your buyer... and, we're very good at it. Ours will be a proactive marketing campaign which will include but not be limited to the following:

- We will promote your home to the entire real estate industry through the local Multiple Listing Service and the World Wide Web.
- We will effectively advertise your home in the proper mix of some or all of the following: newspapers, real estate publications, magazines and the Internet. Our advertising program is designed to entice prospects to call so that we can convert them into buyers.
- We will strongly promote your home within The Dickey Group. Many fine REALTORS® are probably already working with customers who are looking for a home just like yours.
- We will promote your home through our highly effective mailing campaign in which we direct mail information about your home to targeted neighborhoods, including your own.
- We will promote your home through the use of our exclusive "Telephone Information Hotline" which provides prospects information about your home through a pre-recorded message 24 hours a day, seven days a week.
- We will install a brochure box if appropriate. This really works!
- In addition to these very proactive parts of our marketing program, we also employ many other additional marketing techniques that get results! Whatever it takes!



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*"Systems to Create a Moving Experience"™*