

Marketing Plan

Who Is Your Buyer?

A family with means, likely from another area of the country where property values have outpaced values in St. Augustine. Your home will function well for both young families as well as empty nesters. It will appeal to someone who is well-traveled, enjoys entertaining or entertains for business, appreciates understated elegance over ostentatious displays of wealth. Locally there will be resistance to the price by both buyers and realtors. Chances are that it will be a cash buyer since financing may be a challenge.

How will we find them?

Globally and nationally through an internet advertising campaign, regionally and locally through print and direct mail, event marketing, and realtor referral program.

Print and Electronic Promotional Materials

We will have your home professionally photographed for use in all of our promotions. A complete package will be professionally designed by a graphic designer and made available in print as well as a user friendly email format.

Internet

InnExpert.com
SaintAugustineFineHomes.com

Central to the marketing plan is our websites (staugustinefinehomes is forthcoming). All print, direct mail and signage will direct prospects and realtors to the websites. Innexpert.com includes extensive photography, elaborate property details, contact information, links to other helpful websites: preferred lenders, Chamber of Commerce, etc. We have paid banner links to the website on www.oldcity.com and www.staugustineinns.com

UniqueGlobalEstates.com

Unique Global Estates is the largest aggregator on the internet of properties exclusively in excess of \$1 million dollars and caters to a worldwide audience.

Uniquehomes.com
NewYorkTimes.com
RealEstateJournal.com (Wall Street Journal)
BostonGlobe.com
Realtor.com
RealEstate.com

These are just a few of the websites where your home will be accessed. Through our relationships with certain media companies, we can list your home on all of these websites which target your audience nationally and internationally.

Print Advertising

Regional lifestyle and trade magazines

Lifestyle magazines target a higher income readership. Magazine advertisements have a longer "shelf life" since people tend to keep them around.

Real Estate Specific Publications

We maintain a contract with *The Real Estate Book*, they are a nationally distributed publication that drives traffic to their website at the rate of 1.5 million visitors per month.

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Realtor Referral Program

We will offer a generous referral to top producing realtors and business brokers state-wide and nationally in select, target markets. The top realtors in the area will each be personally invited for a private tour of your home.

Direct Mail and Email

Selectively send packages which are professionally designed via email or direct mail to target audiences.

Event Marketing

Since your home is ideal for entertaining, one way to convey that is to have an event that will cater to guest that may also be prospects for you home. For example, we may partner with a charity to do a fundraiser at your home.

Media Coverage

We will send photos with your story to local media outlets in the hope that one of them will give you and your home coverage to gain additional exposure.