

Maximizing the Exposure of Your Property

100% Buyer Exposure and Promotion Plan

At John L. Scott Real Estate, our goal is to showcase your home to ensure that it sells for the best possible price. We promote your property in strategic and proven ways to reach virtually every qualified buyer.

Multiple Listing Service (MLS)

- The MLS provides comprehensive information about all properties for sale, giving your home maximum exposure to the real estate professionals who represent potential buyers.

www.JohnLScott.com

- Property Web page with Unique URL.
 - ◆ Every John L. Scott Real Estate listing has its own unique web page (JohnLScott.com/54321). Your property is showcased with comprehensive property details, unlimited photos, an audio/visual tour, community information, sophisticated mapping, driving directions, and more.
- Internet Home Search
 - ◆ Enhanced property search tools make it easy for buyers to find your home. John L. Scott provides many home search options, including our nationally acclaimed interactive map, geographic, price, and property radius searches. Buyers can also conduct specialty searches for open houses, luxury homes, and waterfront properties, as well as national real estate listings.
- Home Delivery
 - ◆ A preview of your home and a link to your unique URL on JohnLScott.com will be emailed directly to buyers who have signed up for our automated alert service for properties that meet their criteria.



Internet Property Display

- John L. Scott dispatches information about your home to hundreds of real estate sites—including Realtor.com—to give your home maximum exposure to buyers.

Signage

- On-site signage alerts prospective buyers who drive by that your home is for sale, and gives them the opportunity to note the unique URL of your home's web page.

Property Flyers

- Flyers posted on yard signage, promote important information about your home to potential buyers, including key features, your home's unique URL, and the listing price.

Print Advertising

- Because the Internet has become a primary source of information for buyers, your home's unique URL is listed in John L. Scott print advertising.

Direct Marketing

- Distribution of "New on Market" announcements will promote your home to Realtors and prospective buyers.

Open Houses

- Open houses allow prospective buyers to view your home.