

MARKETING PLAN

"I've bought and sold several pieces of properties but never had all the services you rendered me. I feel I've made a good deal and a good friend." James

How Roger Lamborne's "Shenandoah Valley Home Team" will market your home!

*"I'll place my 43 years of management, marketing, business, construction and real estate experience at your service. I regularly monitor the real estate market on a regional basis for you so we can adjust our strategies to focus on the areas that statistics indicate will increase the chances of selling your property faster!"
Could you ask for more?*

Roger Lamborne...Your Realtor

PROFESSIONAL PHOTOGRAPHY: We use high quality photo equipment and our professional photography skills to photograph your home. We include multiple interior & exteriors photos in our Internet Marketing. It's been proven that extra photos attract more buyer attention. We have found that it is best to include as much information as possible to capture the buyer's interest and keep them from moving on to the next property.

REALTOR® MLS SYSTEM: All the critical data about your home will be immediately entered into the REALTOR® MLS database, along with multiple photographs to feed data to websites throughout the nation. Within moments it's made available to all REALTORS® in the Shenandoah Valley region as well as in Northern Virginia, Maryland, DC, and parts of Pennsylvania & West Virginia to enable those REALTORS® to quickly access the system for homes for their buyers. Currently there are more than 60,000 licensed agents sharing listing data in our Metropolitan Regional Information System..... the MLS system. If there is a buyer represented by one of these agents who is seeking a home like yours, one of these agents will contact that buyer.

REALTOR.COM®: We take pride in the “ENHANCED LISTING SERVICE” for all our homes on Realtor.com® to give us a very decisive competitive edge. It is a proven fact that listings with enhancements get more page views and more leads than listings without. Realtor.com® is the number one real estate search site in the country where more than 75 percent of all buyers begin their home search. We employ such features as editable text in the remarks section, enlarged headlines, scrolling color text, priority placement as a featured listing and multiple photos. According to the NAR's Profile of Home Buyers and Sellers, 78% of Internet home searchers prefer listings with photos. All homes are listed on Realtor.com but not all REALTORS® have chosen to upgrade to the enhanced service for personalized text and extra photos – a necessity to show the property to best advantage. You can now benefit from this enhanced presence on REALTOR.com®, where your home will stand out to more than 6.1 million individuals each month.² Couple this with the fact that home buyers and sellers spent 86% of the time they spent searching for a home online on REALTOR.com®², and it is easy to see the impact a Featured Homes™ spot can have on this very targeted audience of home buyers. (see below)

INTERNET ACTIVITY REPORTS FROM REALTOR.COM®: One of the better features of using realtor.com® is it's reporting capabilities that enable us to send you email reports of “page hits” by potential buyers who looked at your home online. It gives us the exact number of buyers around the world who have previewed your home and it gives a week by week activity graph to allow us to spot market trends. An example can be found in our Listing packet. We're among a select few of area agents using this feature of our “Enhanced Realtor.com Service.”

VIRTUAL WORLD WIDE INTERNET COVERAGE: We market your home to the world. More than 90 percent of today's real estate consumers begin their home search on the internet at either realtor.com, yahoo.com, msn.com or some of the other major search engine. We devote considerable effort to ensure that your home is on every possible internet website...our listings can now be viewed on more than 50 key websites and more than 65 radio and TV stations that receive data feeds from realtor.com®.....(a partial list can be found in the “Home Selling” manual. We even send our listings to the websites of our major national real estate competitors. Why? We want your home marketed everywhere we can reach. Your goal is to sell your home.....that's our goal too. Does it matter to you who sells your home? No. You just want it sold in the shortest possible time for the best possible price.

OUR WEBSITE: Your home will be listed on our own personal websites & The MarketPlace REALTY website etc, where we maintain high placement on many of the search engines. This past year, our listed homes received over 200,000 hits from potential buyers. We closely monitor our web leads so we can immediately reply to a buyer's inquiry to see if we can show them one of our properties.

VISUAL TOURS: Make sure your home has the Visualtour advantage. Working with a professional who uses Visualtour to showcase your home ensures that your home is exposed to the largest possible audience in the best possible manner with the least inconvenience for you. We create a complete Visualtour for many of our residential properties and luxury land and farm properties, including “panorama” photos and various community photos and then upload the tour to the internet. The ability to preview your home minimizes the number of unqualified strangers that go through your home in person. We can also email the tour or send it to a buyer on it's own CD. Visual tours not used on properties priced under \$165,000, without additional fees.

SUBDIVISION OR LISTING URL's: We have control of many URL's in the area and we may create a new one specific to your home to enhance the promotion of your home in our advertising. For example, we use or have used such addresses as: www.ravenwinghomes.com, www.historicvalleyhomes.com, or www.ravenwinghomes.com, or www.233aspenrail.com. We point or direct these URL names to your specific listing page on our website and homesdatabase.com/winchesterhomes to make it easier for buyers to view your property information and pictures.

JUST LISTED POSTCARDS: We mail hundreds of jumbo full color postcards to homes near you, to potential buyers we're working with, to business associates, attorneys, accountants, friends and agents encouraging them to contact us if they have an interest in your home, or know someone they know who may want a home in your community. Cards that we mail to agents also tend to raise agent awareness of your home's availability and features. We have found over the last two decades that postcards are an invaluable resource for potential buyers and often residents in your area know others who are interested in that area.

COMMUNICATION WITH REALTORS®: Because REALTORS® often control what many buyers have access to, we expose your property to as many Real Estate Agents as possible. We send hundreds of emails and many postcard mailings to agents with "listing alerts" to increase agent awareness of your home.

COLOR FLYERS, BROCHURES: Full-color brochures with extra pictures and useful information will be placed inside your home for buyers and agents. Going the extra mile, with a touch of class, helps to keep the property in the buyer's mind when they review the information they collected on their search.

FLYER BOX: Flyers with extra pictures will be accessible to anyone who drives by to create interest & to allow potential buyers to see what your home offers without feeling pressured by a REALTOR®. (Some subdivisions do not allow flyer boxes)

YARD SIGNS: Where allowed, a large, highly visible and recognized red Keller Williams Realty sign will be placed in your yard with our contact information and our website.

DIRECTIONAL SIGNS: In communities without sign restrictions, we will place directional signs when appropriate in high traffic areas to lead potential buyers to your home where they can pick up a flyer. Signs may only be placed on private with owner permission. Please note however that state and local laws prohibit the placement of any kind of signs or directional signs in Rights of Ways and property owner permission is required on private property. Balloons or other moving parts are also prohibited by state law.

SHOWING FEEDBACK: We make every effort to get showing feedback from the agents who tour your home. We may even send them an email survey form that is quick and easy for them to fill out and return....then we send it to you or call you if we get a verbal response from the agents. We also follow up with any agent who has someone even remotely interested in your home.

These are just a few of the ways I leverage every opportunity to get your home the maximum attention and exposure it deserves when you are ready to sell. I invite you to visit my personal Web site at www.MakeABetterMove.com to learn more about my commitment to real estate marketing.

A final thought.....I have found during my 43 years in business, construction, development and in real estate, that to be successful, there are several very important things a team should be paying close attention to:

Agents must have a plan to attract buyers to homes on the market.

Agents must be aggressive in promoting the seller client's interest with potential buyers or buyer's agents.

Agents must have great communication skills and be honest with clients, customers & other agents.

Agents must work with a group of professional real estate related service providers to integrate all the various vendors who will assist the seller and buyer to successfully complete the transaction.

And....the agent's marketing plan must be based on what works in the current market.

Finally, real estate teams must have great systems to back it all up.

Thank you for considering us.

Roger

PS: Above all else, Roger Lamborne' Shenandoah Valley Home Team treats real estate as a Business and not a part time hobby. Work Ethic, Honesty, Integrity, Communication and follow-thru are all keys to our decades of Success.

¹Based on Homestore, Inc.'s internal accounting for May 2003 - April 2004, average measure of property listings with Featured Homes vs. property listing without Featured Homes, ²Media Metrix, May 2004, ³2003 National Association of REALTORS® Profile of Home Buyers and Sellers