

## Marketing and Advertising after Listing the Property:

- I am a member of Santa Barbara and Ventura and Santa Ynez MLS associations that allows me to advertise and market your property in Southern California from SLO to Los Angeles. It is also marketed in San Diego where our Berkshire Hathaway Corporate office is located.
- I do extensive internet marketing to all websites including:
  - <http://vcrdsmls.rapmls.com> (Ventura County Coastal Association of Realtors)
  - [sbr.flexmls.com](http://sbr.flexmls.com) (Santa Barbara Multiple Listing Services)
  - [www.MadhuRealty.com](http://www.MadhuRealty.com)
  - <http://www.BHHSscalifornia.com> (goes to all of BHHS nationwide)
  - [www.Voitrix.com](http://www.Voitrix.com)
  - [www.Realtor.com](http://www.Realtor.com)
  - [www.Trulia.com](http://www.Trulia.com)
  - [www.Yahoo.com](http://www.Yahoo.com)
  - [www.Google.com](http://www.Google.com)
  - [www.Bing.com](http://www.Bing.com)
  - [www.Zillow.com](http://www.Zillow.com)
  - [www.RealtyTrac.com](http://www.RealtyTrac.com)
  - [www.YouTube.com](http://www.YouTube.com)and many more websites including Chinese website:
  - [www.Juwai.com](http://www.Juwai.com)
- Give accessibility to my cell phone number, and respond to all missed calls within 30 minutes.
- Put a Sale sign with Flyers on your property
- Place the property in Multiple Listing Services (MLS)
- Place an electronic lock box on your property with seller's approval
- Just Listed Postcard mailed to the entire neighborhood
- Online Videolous Virtual Photo Tours of your property
- Shoot multiple photos for MLS and all websites to attract the buyers
- Create personalized Open House Flyers and Invitations
- Market to all my sphere of influence and past clients
- Hold Broker's Caravan at your property
- BHHS Resource Center emails of Colored Flyers to all Southern California agents in the MLS to let them know of **new listing** of your property as well as of all **Open Houses** (15,000+ agents)
- Distribute Flyers and other advertising materials
- Prepare a Comparative Market analysis of active, pending and sold homes every week for the open houses
- Also help to qualify and educate every buyer I meet at open house to get them pre-approved with a Mortgage lender

- Give Daily and/or weekly report and updates to the seller that includes showings to the buyers, weekend Open Houses, and homes that are active, newly listed, pending, price reduced, or sold.
- I do all my marketing with Postcards with description and color photos of the property
- Mailing Open House invitations to your neighborhood
- Hold Open Houses on weekends for buyers to preview the house with seller's approval
- Property is advertised by rotation in our BHHS Company weekly ads in
  - Ventura County Star**
  - Santa Barbara News Press**
  - Independent**
  - CASA Home Magazine**
  - The Montecito Journal**
- I will market your property every week at Berkshire Hathaway office meetings in Ventura and Santa Barbara