

Chris Nelson - Realtor®

Detailed Home Marketing Plan

1. Internet advertising

- Ventura County Multiple Listing Service
- Conejo Valley Multiple Listing Service
- Santa Barbara Multiple Listing Service
- Troop.com custom listing
- VCHomefinders.com listing
- Realtor.com listing
- CNelson Network Featured Home placement
- VCRealEstate.net Featured Home layout and popup ad
- Additional photos: 1 2 3 4 5 6 7 8 9 10+
- Virtual tour package: 1 2 3 4 5 6 7 8 9 10+
- Virtual Open House Online at CNelson.net

2. Yard Signs

- "Listing Light" spotlight yard sign
- Specialty sign riders
- Take-one flyer box

3. Home Features Flyers

- Full color flyers
- Black and white flyers
- Additional photos: 1 2 3
- CNelson.net feature info.

4. Print Media Advertising

- Daily and weekly Troop ads in VC Star, L.A Times or Daily News
- Homes and Land, Real Estate Book, or Mi Casa magazine ads
- Ventura County Star classified ads
- Ventura County Star Homes of Distinction ad for homes of over \$1,000,000

5. Open Houses

- Local Troop office in -house Realtor caravan
- Ventura County Coastal MLS Realtor caravan
- Public Open Houses on Saturdays and/or Sundays
- "Virtual Open House" Online at CNelson.net

6. Neighborhood Mailers

- Just Listed Postcard for the surrounding community
- Open House Invitation Postcard for the surrounding community

7. Television Commercial

- Troop.comTV 30 second video tour promo.