

Marketing Plan

Selling Paradise Realty uses many different forms of very effective marketing for all of our assets, big and small. Our building is located on a main road with traffic of 55,000 cars per day. The building does marketing for itself with a monument sign out front that brings buyers in to our office, then they speak with our “property experts” (Real Estate Agents). We co-market with our in house title company (Paradise Professional Title) and property management company (Sunshine Rentals & Property Management) as well. Selling Paradise Realty has constant feed from our MLS to our website allowing our website to have all of our listings accessible to all buyers. We form Postlets online that are posted on a total of 8 websites. Facebook is another way we connect with the community through social media along with blogging. MLS access from a total of 4 different MLS sites covering 10 counties allows for agents in all neighboring counties to view our properties. All of our properties have signage, on the signage there is a 800 number that links to a cell phone that is answered 7 days a week along with an 800 info line providing addition information about the property. Our office phone and website information are also prominently on the sign. Professionally developed virtual tours are created for all higher priced homes. These tours are placed in the MLS and on our website. Brochures are given to other agents, placed in brochure bins inside homes (when permitted) and dispersed to clients. Each asset is accompanied with a paid professional call center to arrange agent showings. This call center provides feedback and tracks the traffic within each individual asset. Open houses are also sat by one of our 53 aggressive property experts. We have once a quarter buyer outreach activities scheduled within our community as well as continuing education courses that will promote our assets to outside agents.