



**BERKSHIRE
HATHAWAY**
HomeServices
KoenigRubloff
Realty Group

MARKETING PLAN

PRE-MARKET

Develop marketing calendar
Staging & photography

DIGITAL EXPOSURE

Individual property web site

Enhanced online marketing:

- Zillow
- Trulia
- Realtor.com
- Homes.com

350+ real estate websites including:

- KoenigRubloff.com
- BerkshireHathawayHS.com
- Yahoo Real Estate
- HomeFinder.com
- WSJ.com*
- All major broker websites via IDX
- MSN
- YouTube
- Washington Post
- US News
- DailyHerald.com
- ChicagoTribune.com and Trib Local

PRINTED PIECES

Full-color property brochure
Full-color buyer property handout

BROKER NETWORKING & EVENTS

SOCIAL MEDIA

SPECIALIZED MARKETING FOR YOUR HOME

▶ ONGOING COMMUNICATION

Weekly detailed report of web traffic
Report of advertising history

*Homes listed at \$200,000 and above.

