



CAROL BUSHBERG REAL ESTATE MARKETING PLAN

When you choose to list your property with Carol Bushberg Real Estate, you are guaranteed personalized attention from a dedicated staff led by Carol Bushberg and Associate Broker, Jill Rosentel; a team of real estate professionals with over 30 years of combined experience in the Ithaca real estate market.

Carol Bushberg Real Estate uses both established and innovative marketing strategies to ensure that your property sells as quickly as possible and at the most favorable terms.

When you list your property with Carol Bushberg Real Estate, you can expect:

- A free, no-obligation visit and evaluation of your property, including a suggested listing price and a projection of your closing costs
- An analysis of the local real estate market and the particular conditions in the niche that includes your property
- Information about comparable properties in your neighborhood, including those that have recently sold and those that are currently listed for sale
- Proven strategies and sound advice to make your property more attractive in this competitive real estate market
- Referrals to competent and reliable lenders, attorneys, and contractors, etc.

Our marketing plan includes:

- Registering your property with the Ithaca Board of Realtors Multiple Listing Service, a database of properties viewed by over 200 local real estate professionals
- Outstanding marketing materials (website, signage and brochures) professionally designed by Flourish Design Studio of Ithaca, NY
- The creation of high quality virtual tours and custom floor plans of your home
- Print advertising in The Real Estate Journal, The Real Estate Book, and other local publications
- An Internet marketing campaign that broadcasts information about your property to numerous websites including Zillow, Google Base, Frontdoor, Trulia, and Craigslist
- Innovative use of online newsletters to alert all area real estate agents that your property is for sale. We also send out regular electronic bulletins to advise colleagues of marketing events such as open houses.
- Prominent placement on our company website, www.carolbushberg.com. Check it out!

Selling your home need not be a stressful endeavor if you receive the proper professional advice and support. Carol, Jill and their team are always available to answer questions and help you through this process.

SOUND ADVICE FOR BIG DECISIONS.

