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## CondoDomain Marketing Activity List

*After signing up with CondoDomain our marketing engine goes into effect!*

- Activity:** **Pricing.**  
**Result:** We set maximum level pricing by using our data-driven method which includes: Recent comps of similar properties, competing properties for sale, timing in the market, level of improvements, the properties unique qualities and feel and supply and demand.
- Activity:** **Preparation.**  
**Result:** From staging to housekeeping and window cleaning. We take care of everything and meet anyone we need to at the property so your life stays intact throughout the entire selling process.
- Activity:** **Announce the listing immediately to interoffice.**  
**Result:** Before even going to market we check with all of our agents and our entire list of “ready to purchase” buyers about the new listing.
- Activity:** **Lights, Camera, Action!**  
**Result:** We set the scene with our professional photographers, videographers and copywriters to ensure we highlight and present the very best marketing presentation possible.
- Activity:** **Announce & excite the general brokerage community.**  
**Result:** We take all of the HD imagery, video and story we create for your listing and upload it to the local MLS and offer a full “co-broker” commission to all participating agents. We also offer a \$500 American Express bonus card if co-broker agent puts the listing under agreement in the first 30 days. This ensures our property is top of mind in the brokerage community.
- Activity:** **Upload for the world to search & view.**  
**Result:** We take all of the HD imagery, video and story we create for your listing and upload it to our proprietary “**Online Exposure Engine**” (**OEE**), syndicating your listing to every major real estate website giving you the absolute best online visibility and highlighting your listing on our extremely popular and highly trafficked real estate blog(s).
- Activity:** **Email blast**  
**Result:** Email is still the #1 most effective Internet marketing tool. Our database has more than 1M potential buyers & brokers from all over the world and tens of thousands in each of our core brokerage cities both domestically and internationally.
- Activity:** **Offer all potential buyers a \$500 closing cost bonus.**  
**Result:** We offer all potential buyers a \$500 closing cost bonus if they use our preferred mortgage lender. This helps us stay in control of the deal ensuring that the prospective buyer is in good financial standing and can purchase the property with ease and comfort.

- Activity:** **Brokers Open House**  
**Result:** Schedule and invite the local brokerage community to come tour the property at a private luncheon hosted by our company.
- Activity:** **Public Open House(s)**  
**Result:** Schedule and publish weekly open houses both during weeknights and weekends for potential buyers to come visit the property without an appointment.
- Activity:** **Conduct Private Showings**  
**Result:** Make ourselves 100% available to accommodate and tour any buyers broker whom would like to show the property to their client any day of the week at anytime. No request to show your property will ever be delayed or unreasonably scheduled.
- Activity:** **Reverse MLS Prospecting.**  
**Result:** MLS allows us to “reverse prospect” clients with an interest in your property. Here we can email their buyers broker and remind them that they have a client who is interested in our property.
- Activity:** **Reporting & Analytics.**  
**Result:** Being an Internet based company almost everything we do can be tracked to great accuracy. We share with you the analytic data on a weekly basis.
- Activity:** **All brokerage activities, negotiations and paperwork.**  
**Result:** We provide and execute all forms and activities for you as the seller and for the buyer to insure a simple, efficient and smooth closing including getting any and all appropriate forms from management companies to mortgage lenders or city officials as well as hold the buyers escrow money in our escrow accounts.
- Activity:** **Closing.**  
**Result:** As promised from day one, we are with you every step of the way and will accompany you to your closing to help review and double check that all documents are accurate and that your sales happens seamlessly.

Our systematic and organized approach to sell your property is the most efficient and effective in the industry. And with our commission “cash back” programs our interests are perfectly aligned to sell your home at the highest price possible in the shortest amount of time.

## Call us today and ask about our 2 programs:

- i. **Accelerated Full Service Listing (Save up to 33% off the listing commission)**
- ii. **Premier Entry-Only Listing (Zero listing commission just a small flat fee)**

# 877.852.6636

or write to us at <mailto:info@CondoDomain.com>