

Pull this brochure out of package, then put CD in your computer ...

# Step up to the front row ...

A UNIQUE

## MARKETING PLAN

FOR A UNIQUE PROPERTY

ON THE SHORES OF

## NANTUCKET SOUND

1 Leeward Lane  
West Dennis

## Cape Cod



Cape Real Estate

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# Step up to the front row.



Cape Real Estate

Office: 508-394-0588  
Fax: 508-394-7962  
Cell: 508-281-3547  
steve@caperealestate.com  
www.CapeCodERA.com

THIS MARKETING PACKAGE  
PREPARED EXCLUSIVELY FOR  
CLAIRE BRYANT AND THE  
GROUP SEVEN TRUST.

CD-ROM  
**disc**  
DIGITAL DATA

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**MARKETING PLAN**  
FOR A UNIQUE PROPERTY  
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**Cape Cod**

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# Step up to the front row...

Take the enclosed brochure out, then put my CD in your computer. You'll see a video developed exclusively for you by me.

Your unique property on the shores of Nantucket Sound deserves a high level of understanding, service and technology that only an experienced professional like myself can deliver.

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FOR A UNIQUE PROPERTY  
ON THE SHORES OF  
NANTUCKET  
SOUND

1 LEEWARD LANE  
WEST DENNIS

Cape Cod



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Office: (508) 394-6588

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www.CapeCodERA.com



Each ERA Office is Independently Owned and Operated

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PULL BROCHURE OUT

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Step up to the  
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pull out this brochure to see my plan to offer your neighbors the rare opportunity to "Step up to the **front row**."

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# Step up to the front row ...

1 Leeward Lane  
West Dennis  
Cape Cod

“Dad always talked about it ... he loved the Cape house. but he always said some day we'd move up to the front row ... right on the water...”

I have a bold, innovative plan to sell your property. I want you to list this property with me so I can put my plan to work for you.

As a lifelong resident I know what's changed on Cape Cod and what hasn't. Your buyers already own property within 2500' and have been thinking about "stepping up to the front row" for years.

They can do it now.



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# Step up to the front row ...

In real estate we all get the same information. BH&G, Century 21, Coldwell Banker, ERA and Sotheby's are owned by ONE company, which offers us a stunning array of marketing tools.

You need someone who can use those tools, understands your property and still remembers good old fashioned service.

1 Leeward Lane  
West Dennis  
Cape Cod

I will work full time to do what it takes to sell your property - we'll agree to an aggressive plan that will work and will net you the most money possible in the shortest period of time.

This may be the best time to sell an appreciated asset in this decade. Taxes are going way up - a sale in 2010 may net you hundreds of thousands more dollars than a sale next year.

The bottom line - You deserve the level of service, understanding, and technology I offer. it is important for you to sell this year and I have a plan to do that. Please call me now (508.241.3547) to put my plan into action!!

PS - At ERA Cape Real Estate we guarantee your property will be shown by a trained, professional real estate agent 24/7. I won't be working alone on this - I have of the best team on Cape Cod backing me up every step of the way, including a full time marketing staff and much more. You will be very happy - WE WILL GET THIS DONE.



# When I Market Your Property It Will Be Seen By Your Neighbors and the World ...

In this market, selling a property like yours involves a special effort. My strategy focuses on three levels:



**PEER TO PEER MARKETING** - I will undertake an intensive e-mail marketing campaign to let every broker on Cape Cod know your property is for sale, and I will keep reminding them until it is sold.



**INTENSIVE LOCAL MARKETING** - In addition to ERA Cape Real Estate advertising in local newspapers, magazines and widely distributed color brochures, I will use postcards, open houses and other special events publicized on Craig's List, in local media and real estate blogs.



**OFF CAPE MARKETING** - I will work to position your property so that anybody anywhere on the internet looking for Cape Cod Waterfront Income Properties will know yours is for sale. This is key, as 85% of all real estate sales begin on the internet!!



## Your Property May Be Seen On:

- Cape & Islands MLS
- CapeCodERA.com
- Zillow
- Trulia
- Craig's List
- Google
- Facebook
- Twitter
- YouTube

and Hundreds of Globally Syndicated Real Estate Websites Dedicated To Special Properties Like Yours, PLUS Great Local Exposure in Daily and Weekly Newspapers, Magazines and Brochures Distributed All Over Cape Cod!!



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