



Lewis and Linda Gaston

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<http://www.LGastonRealty.Biz>

Alabama Gulf Coast



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# KELLER WILLIAMS®

R E A L T Y

## Gaston Realty Team Marketing Plan

Competitive pricing and aggressive marketing will sell your home. A distinctive sign will be placed in your front yard that meets covenant and zoning restrictions.

Additionally:

### Your Home will be placed in:

- ✓ Baldwin County Multiple Listing Service (MLS)
- ✓ Mobile County Multiple Listing Service (MLS)
- ✓ Keller Williams Listing Service (<http://www.kw.com/>)
- ✓ Multiple Internet Sites that interface with the Keller Williams Listings
- ✓ Gaston Realty web site (<http://www.LGastonRealty.biz/>)
- ✓ Other Keller Williams agents' web sites

### Your Home will be aggressively marketed by us to include:

- ✓ Assistance and suggestions for staging your home for showing
- ✓ Outreach to your neighbors encouraging them to select their new neighbors
- ✓ Email flyers to all agents in the Mobile and Baldwin County MLS
- ✓ Email flyers and newsletters to our client database
- ✓ Support from the Keller Williams network
- ✓ Directional signs (when appropriate)
- ✓ Open houses
- ✓ Advertisements in local news media (newspaper, magazines, etc)