

Marketing By The Roy C. Vasel Real Estate Group VS. The Competition



Methods Used To Market Homes	FSBO	Other Realtors	Roy C. Vasel
Yard Sign	63%	78%	100%
Broker Tour	0%	18%	100%
Open House	33%	60%	100%
Friends/neighbors/relatives	25%	n/a	100%
Internet	24%	77%	100%
Direct Mail	6%	18%	100%
Other	9%	8%	100%
1-800-Number	n/a	n/a	100%
Custom Virtual Tour	n/a	15%	100%



Statistics taken from the 2004 Profile of Home Buyers & Sellers from the National Association of Realtors.
The 1-800-number and custom virtual tour are not statistics of the 2004 Profile of Home Buyers & Sellers.

THE
Roy C. Vasel
REAL ESTATE GROUP


KELLER WILLIAMS.
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(630) 513-3782
www.RoyCVasel.com

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1450 W. Main Street, Ste. G
St. Charles, IL. 60174
Office(630)513-3782
www.MyIllinoisHomeSearch.com
Email: Roy@MyIllinoisHomeSearch.com