
Marketing Plan

Advertising

- ◆ 1. Marco Island Eagle & Sun Times-Weekly Ad.
- ◆ 2. Multiple Listing Service (MLS)-Marco Island & Naples Boards.
- ◆ 3. Multiple on-line Real Estate search engines including: Realtor.com, Visualtour.com, Google, Yahoo, Homes.com, Homepages.com, Trulia.com, Zillow.com & others.
- ◆ 4. Postcards sent to neighboring properties.
- ◆ 5. Property flyer's on-site for prospective buyer's who tour the condo.
- ◆ 6. Property listed on both my website and the Keller Williams Realty website.

Other Exposure & Feedback

- ◆ 1. Open Houses- Held at least once a week.
- ◆ 2. "Pitch Plus"- Realtor only open house. Invites other top agent's to view the property.
- ◆ 3. Visual tour created so that both agent's and the public can view the property world-wide.
- ◆ 4. Word of mouth pitching to other agent's and my database.
- ◆ 5. On-line feedback every time an agent shows your property.

Other Duties

- ◆ 1. Flyer's placed in other agent's mailboxes.
- ◆ 2. Assist other agent's for showings or other needs.
- ◆ 3. Coordinate repairs, staging consultant, cleaning service etc., on the front-end of the sale and attorney or closing agent etc. on the back-end.
- ◆ 4. Availability- Myself or a team member is available to you 7 days a week. Additionally, your calls or emails will be returned within 24 hours.

Negotiations

I have had the privilege to negotiate several successful transactions ranging in complexity for my clients. I believe this is due to my experience and educational training. The latter includes a degree in Finance and 2 graduate degrees in Psychology. My market knowledge coupled with my understanding of people's unique personalities and communication styles makes me an excellent negotiator. In the end, I will listen closely to your goals and execute them.



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