



## Market Analysis

To determine your property's fair market value, we:

1. Analyze the recent sales and current listings within your geographical area
2. Complete a detailed inspection of the property.

The market analysis enables us to develop a target market for your home that, together with the right price, will generate the greatest number of prospects.

## Marketing Strategies

A. *Neighborhood Conforming Yard Signage*

B. *Multiple Listing Service (MLS) entry within 24 hours of listing.*

1. Full details and photos of your home are entered into the MLS within 24 hours. The MLS is a database of all homes for sale within this entire market and is maintained by participating real estate companies. With MLS entry, your property will be exposed to thousands of agents and their buyer.

2. Once entered, your home will be accessible to all agents in the daily "hot sheet" report of new listings.

C. *Custom Brochure Exposure*

Complete with exterior and interior photos; An ample supply of brochures will be delivered to your home within 72 hours of listing.

D. *Direct Mailing Campaign*

Brochures will be delivered to all top agents in your local market place.

E. *Web-Based Promotional Mediums and Unique Internet Web Sites*

1. [www.genxrealtygroup.com](http://www.genxrealtygroup.com)
2. [www.buffaloniagarahomes.com](http://www.buffaloniagarahomes.com)
3. [www.aol.com](http://www.aol.com)

Are just a few to list