

Property Marketing Strategy Options

Below is a list of options and where to find them for designing your property specific marketing strategies. Note that you are not limited to this list but please get the proper approvals from your office manager and the Marketing Department.

Option:

Source:

Multiple Listing Service	Local MLS Board
WPSIR.com	Local Office or CRC
Realtor.com	Local Office
Sothebysrealty.com	Local Office
Sothebys.com	See Office Manager
RealEstateJournal.com	Local Office
NYTimes.com	See Office Manager
Local Newsprint	Local Office
Local home book (i.e. Real Estate Book)	Local Office
Xpressdocs Postcard Studio	Sotheby's Intranet
Merrill Postcards	Sotheby's Intranet
Merrill Brochures	Sotheby's Intranet
NY Times Catalogue of Homes	Local Office
Yourpropertyaddress.com	CRC 'Forms Download'
Property Sign	Local Office
Broker Open House	Local MLS
Public Open House	Local Office or CRC
Add to WPSIR.com and	
CTOpenhouses.com	Local Office or CRC
Home History Book	Local Office
Sotheby's Auction House	
Real Estate Desk	Merrill Brochure approved by Deidre Lane and mailed to Beth Laffey
Luxury Marketing:	See WPSIR Policies & Procedures Manual , Office Manager, Marketing Request Form and Marketing Dept.
Sotheby's Co-Op Advertising	Schedule on CRC 'Forms Download', see Office Manager and Marketing Dept.
ROBB Report	
Sotheby's Preview Magazine	
Merrill Global Distribution	Sotheby's Intranet
List Price must be \$1,500,000+	