

# Carleen Gosney

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## Marketing Plan – Getting Your Property Sold

### **Windermere Online**

Thousands of homebuyers enter the market everyday, hoping to find their dream home, condominium or vacant land. Nearly three million times a month, those buyers visit windermere.com to help them in their search.

Recent windermere.com statistics from a one-month period:

First-time visitors:	410,720
Average views each visit:	11
Average time spent each visit:	4.75 minutes
Total visits in a month:	2,942,888

On a typical day, *windermere.com* has more than 200,000 active listings. Our listing information is updated every 15 minutes to ensure that visitors have access to every available home. When the property is listed with Windermere, the home will be exposed to potential buyers on the Web more quickly than on any other real estate site.

To ensure that buyers can find the home that meets their needs, *windermere.com* features innovative online tools:

- PropertyPoint™ interactive map search, that allows buyers to pin point a particular location, then get detailed information about homes for sale in that area.
- Exclusive Photo Gallery tool that creates an online virtual tour to show off the property's best features.
- MyWindermere, the online tool that allows for fast and easy home searches for those who set up a no-obligation account.

For your property, 15 high-quality, professionally produced images will be uploaded to the Windermere site and Northwest Multiple Listing Service

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(NWMLS). This combination of Windermere and NWMLS will give you maximum exposure on the Internet.

## ***Google and Windermere Team-Up***

When you list your property with me, your property will get exposure to Google's monthly visitor population of 380 million visitors.

*Google and Windermere* share a philosophy of serving the customer by giving them easy access to the information they're looking for, rather than trying to hide data or favor one brokerage over another based on paid placement.

*Google dominates the search market* with over 60% market share. Your property is now available to Google's monthly traffic of 380 million visitors. Today, the Internet is where homebuyers begin their new home search. Three-quarters of buyers start the real estate process online, and 77% of people looking for real estate information use Google.

*Exposure on Google introduces new prospects to Windermere.com.* This partnership allows Windermere to leverage Google's enormous reach to further build the Windermere brand awareness and more prospects to you property.

*Here is how you benefit:* When I accept your listing, I include it in the Windermere listing database. Windermere provides selected information about your property to Google's database. If your home matches a user's search criteria, it's included in the Google search results. Users click for more information, and are sent directly to your home's detailed listing on Windermere.com. and my personal Web Site – BainbridgeFineProperties.com.

## ***Broker's Open House***

The fastest, most efficient way to get the word out to buyers is to inform those who represent them – the real estate agents. Even before the property is fully ready to show, we will present your home to the number one selling office on Bainbridge Island -- our very own Windermere Team. First, we introduce the

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property to the entire staff and then invite them for a tour. This gives us an excellent opportunity to review the price-point and get expert feedback.

Within the following week, we will hold a Broker's Open House on a Thursday morning. All 200+ Bainbridge Island realtors will be invited to share in the excitement of selling your property.

## **Media Plan**

Although not all media is appropriate for every property, below is a list of print media avenues I will explore to determine which venue provides the most effective marketing punch to drive buyers to your door.

Media Outlet	Publication	Reach
Windermere.com	on-line	2,942,888 hits per month
Pacific NW Magazine		monthly 1 million
readership		
Puget Sound Business Journal	weekly	84,000 readership
Wall Street Journal	monthly	1.1 million Western Edition
Seattle Times Real Estate Section	weekly	1 million readership
Bremerton Washington Kitsap Sun	daily	360,790,000+ circulation
Bainbridge Island Review	bi-weekly	over 10,000 local readers

## **Newspaper Advertisement**

With the buying power of Windermere, your property can piggyback onto local media plan and take advantage of its frequent placements.

*Pacific Northwest Magazine* is an insert included in the Sunday *Seattle Times*. With a distribution of 525,000 and estimated readership of 1 million this makes an excellent avenue to advertise your. High-quality photos are used in this full color, center spread ad. Each insertion runs for one month.

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*Puget Sound Business Journal* is a weekly publication with advertisement for quality homes in their Distinctive Home section. Their paid circulation is 22,000 with an estimated readership of 84,000.

*Wall Street Journal* with its readership of 1.1 million for the Western Edition is an ideal publication in which to advertise. The country's most respected national business publication, reaches highly paid executives... our target audience. Those who read the *Wall Street Journal* have an average household income of \$169,500, average net worth of \$1.1 million, 94% are college educated, 91.2% own their own home and 23.3% own a second home. Your property would be advertised in the Friday Home Front section using a high quality photograph to draw attention of the reader and call to action to the Windermere web site.

*Seattle Times* is a daily newspaper with a distribution of 525,000 copies and estimated readership of 1 million. The real estate section is one of the most frequently read sections and one of the reasons why people the paper when looking for a home to buy.

*Kitsap Sun* West Sound's only daily newspaper and one of Kitsap County's largest private employers. It scored nationally recognized circulation gains in the past year as one of the fastest growing dailies in the country. For the second year, The Sun was named one of 16 best-designed newspapers in the world and its sports section won national honors in 1996. Saturdays, the Sun provides the Real Estate Weekly with real estate classifieds.

*Bainbridge Review* is the Island's twice-weekly publication as part of Kitsap Newspaper Group/Sound Publishing Inc. The Review is committed to keeping the 20,000 islanders -- and, via the Internet, many friends and family members abroad -- up to date on this amazing community.