



Local Marketing:

Following are specific activities that Grand Lux Realty agents provide for their sellers, in order to get the best price & terms as smoothly & quickly as possible.

1. Call neighbors to notify them that your property is on the market & determine if they know of a potential buyer.
2. Mail custom "Just Listed" postcards to target market areas.
3. Give a presentation of your home to our entire staff at a weekly office meeting.
4. Proactively promote your Open House through the following: Newspaper advertising, Realtor.com, & the MLS.
5. Hold Broker Open Houses to promote your house to fellow real estate agents.
6. Display mortgage broker affordability sheets at your house.
7. Install a "For Sale" sign at your property to attract potential buyers who may drive by.
8. Install a lockbox for Realtor showings.
9. Email, mail & phone top producing agents in your market area to make sure they are aware of your property.
10. Contact Realtors who have similar listings in your area to make sure they are aware of your property.
11. Establish an aggressive advertising campaign.