

Marketing for Results

We don't just list...we list to sell!

1. We help you price your property right.

All the advertising in the world can't create buyer demand for an overpriced property. So the first step is to do a careful market analysis and make sure your property is positioned to get the highest possible price in the shortest period of time.

2. We make sure our advertising reflects the strong points of your property.

No one knows your property better than you do. You know why you bought it and what you enjoy most about it. So we review all our advertising copy with you to make sure it is shown in the best possible light.

3. When we enter your property into MLS (Multiple Listing Service),

we make sure all important features of your property are highlighted, that there are clear directions to your property, and that all necessary information is easily available to the buyer and the selling agent. People don't want to sit around and wait for their questions to be answered.

4. We immediately send out postcards to surrounding property owners.

After all, they invested in the same area and are likely to know someone they would like to have as a neighbor. We often get an immediate response from this initial mailing.

5. Your property is "on line - all the time" at www.beachrealtync.com.

We are the only company to feature photos of all our offerings (lots and homes) on the internet as soon as they are listed. Each listing can be "e-mailed to a friend" with one click, so you can help us spread the word. The property search features a "wish list" function so buyers can instantly request additional information via e-mail. And we provide buyers with easily accessible "tips" to assist them with a long distance real estate purchase.

6. Full color advertisements in Home Tour and Homes and Land magazines

expose your property to more buyers up and down the East coast. Plus, our website is displayed prominently in all of our print advertising so people who pick up the magazine can get up-to-date information from the internet.

7. We're All About the Beach is our full color quarterly in-house magazine.

We distribute this magazine widely at local shopping centers and give a copy to each of our summer visitors. With full color maps of the Outer Banks and other helpful real estate advice, this magazine is a "keeper" and has been known to generate inquiries weeks or months after the visitor has gone back home.

8. We introduce more prospective buyers to your property.

Our sister company, Kitty Hawk Rentals, booked over 10,000 reservations in 2000 with over 60,000 visitors coming through our doors. Each one receives sales information when checking in.

We work extra hard for our sellers. After all we don't get paid unless we succeed!

Courtesy of Beach Realty & Construction