

REALPRO MARKETING STRATEGY 2011

This document outlines the approach of RealPro towards the marketing, advertising and selling of your property.

Being part of a Multi / Shared Listing Group of Agencies (MLS) our aim is not just to market our mandated listings to the public but also to other agencies and their agents active in the area. A formal agreement between such agencies allows these agents to take buyers to any listing on the system, increasing your exposure to the buying market. This process is facilitated and managed by your Listing Agency – RealPro.

Our marketing plan for your property includes a healthy mix of modern and more conventional advertising methods as outlined below:

1. Printed Advertising

As far as printed advertising goes it is impossible for us to advertise all our mandated properties on a weekly basis so we have decided to rotate on a pro-rata basis our mandated listings in weekly publications such as the Property Portfolio, Western Homefinder, Property Trader and the Property Week (Krugersdorp News).

2. Online Marketing

All our mandated listings are advertised with a variety of photos and full property descriptions on the following websites:

- a. www.realpro4u.co.za
- b. www.property24.co.za
- c. www.myproperty.co.za
- d. www.propertygenie.co.za
- e. www.property.co.za
- f. www.myproperty.com.na
- g. www.realestate.co.za
- h. www.iolproperty.co.za
- i. www.g.co.za
- j. www.homeq.co.za

Through MyProperty, the latest 30 000 listings uploaded through their site are also advertised on the following sites:

- a. www.jump.co.za
- b. www.viewr.com
- c. www.pricecheck.co.za
- d. www.mwebshopping.co.za
- e. www.ananzishopping.co.za

3. Social Networking

Keeping up with the latest marketing trends we (RealPro) also have a strong presence in the market through our social networking activity and profiles on Blogger, Facebook and Twitter where we communicate with our followers / friends as well as advertise our listings. Our aim is to direct as much traffic to our website as possible. Our website has also recently been upgraded & updated with all the latest and greatest technology to make it easier for the public to get to our listings.

We already get a lot of referrals and queries through these platforms and as technology and access to the internet increases we believe that a BIGGER percentage of our business will be sparked by our online marketing efforts.

For any queries on our marketing strategies, please contact Marnus on 072 264 7806.



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Your Agency