



- **Stage and Photograph Property**

-Capturing the property with excellent photos is the first step in showcasing a property. Photos are then loaded into the Multiple Listing Service.

- **Promote Property to Bray Agents**

- Weekly Marketing Meeting
- Weekly Home Tour
- Weekly email to other area brokers



- **Internet Marketing**

-Upload property to www.brayandco.com and over 50 other sites. According to National Association of Realtors, 89% of all home buyers are looking online for their next home.



- **Virtual Tour**

-Properties with virtual tours are more attractive to potential buyers.



- **Weekly Print Media**

-Advertise in the real estate section of the Daily Sentinel.



- **Just Listed Cards**

-Sent to surrounding neighborhood within a week of being listed with a QR code directed to the virtual tour.

- **Special Print Media**

-“The Bray Collection” printed 3x/year and distributed throughout the Western Slope and I-70 Corridor including DIA.



- **Open House**

-Exposes property to a wide range of buyers.



- **YouTube**

-YouTube videos can be seen on mobile devices, websites and social networking mediums.