

**WR Properties Markets to the World**

**Marketing is a key component to the success of any real estate transaction. At WR Properties, we take this very seriously. We use various forms of marketing to ensure that your property receives maximum exposure. Some of these include:**

***Online Advertising***

To reach potential buyers in today’s market, your property must be easily accessible online. Our online strategy significantly increases the pool of potential buyers or renters for your property. We are able to maximize the visibility of your listing through the use of extensive online media partnerships, and industry associates, for global syndication. We also utilize our own website to feature properties, and are able to create sites for individual properties with their own personalized domain names. Also, through our vast email reach and various social media outlets, such as Facebook, we are able to reach even more people.

***Single Property Websites***

A single property site allows us to provide added interest to buyers with a comprehensive representation of your property. It also allows us to capture traffic analytics, which enables us to monitor the level of interest in your individual property. These sites include:

* A virtual tour with multiple photos and detailed captions
* Your own personal domain name
* A mobile tour
* A property map
* School information
* Mortgage calculator
* Ability to schedule a viewing or contact the agent
* Downloadable property documents

***Email Blasts***

The use of email flyers is one of the most effective ways to market your property to local or national Real Estate Agents. We can announce your new listing with a custom E-flyer to thousands of Agents and Brokers, which insures that you get the greatest exposure possible.

***Print Advertising***

While the internet has significantly changed the way buyers search for real estate, we believe it is best to market a property from every angle, so we use print advertising, primarily as a way to drive traffic back to online platforms. Through print advertising, we publish information about your home in a variety of publications depending on the property’s location and unique attributes. We also send out “Just Listed” postcards and keep flyers available at your home and at our offices.

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