1. Change the way we talk about marketing.



THE MARKETING MATRIX

WE USE DEMOGRAPHIC TARGETING TO MARKET DIRECTLY TO THE IDEAL BUYERS FOR YOUR HOME. -



SOCIAL MEDIA ADVERTISING

Newsfeed ads targeted to potential buyers.





Our award-winning website with thousands of registered users and integration with BHGRE.com, our iconic partner's real estate website.

WE TARGET SPECIFIC GROUPS OF SELF-IDENTIFIED BUYERS ON REAL ESTATE CHANNELS. ←



BHGRE APP

The perfect mobile compliment to our website.



Demographically-targeted direct mail

through the premier BHG database.

YouTube VIDEO ADS

Advertisements to targeted viewers on YouTube videos.



GOOGLE AD NETWORK

Display ads that follow our website visitors across the Internet.

NATIONAL PRINT

BHGRE Brand

Awareness Campaigns.



SEARCH ENGINES

Targeted search term advertising on Google, Bing and Yahoo.

BROKER PROMOTION

Cooperation and preview

invites to all local

MLS members.



BUYER-NURTURING PLATFORM

Buyer scoring app that identifies best prospects.





YARD SIGNS

The distinctive Better Homes

and Gardens Real Estate

Rand Realty yard sign.

SOLD



BROAD

RAND REALTY

EMAIL MARKETING AND

PROPERTY ALERTS

Alerts to registered buyers with

saved searches on randrealty.com

and other sites.

WE CAST A WIDE NET MARKETING YOUR **HOME TO BUYERS** ON ALL MAJOR REAL ESTATE VEHICLES.



PUBLIC **OPEN HOUSES**

To create a "buzz" and foot traffic.



Zillow* realtor.com **homesnap**







REAL ESTATE SITES

Featured and showcased advertising on all major real estate websites and apps.



TV ADVERTISING

Company advertising on local cable television.

BECAUSE YOUR BUYER COULD BE ANYWHERE, WE MARKET YOUR HOME AND OUR SITE EVERYWHERE. ←



INTERNATIONAL MARKETING

Property marketing on select and/moulti-lingual wahait

DIGITAL ADVERTISING

Real estate marketing on traditional media platforms.

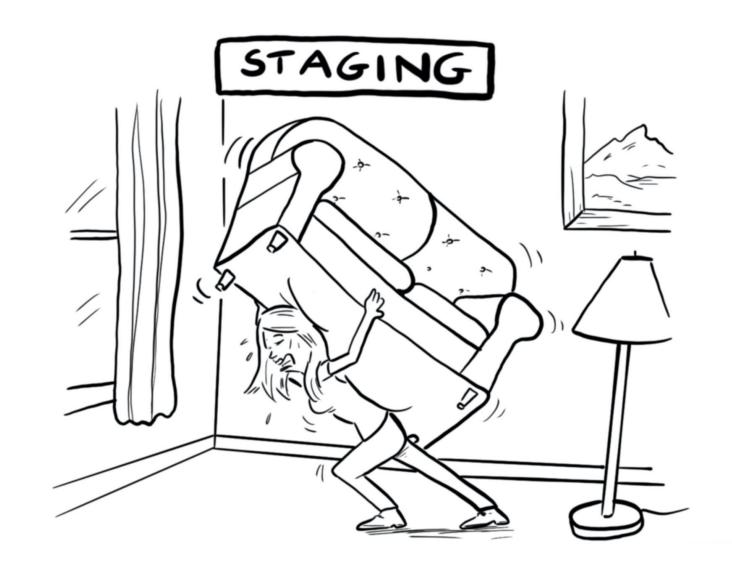
The New Hork Times



2. Modernize our approach to collaborative pricing.



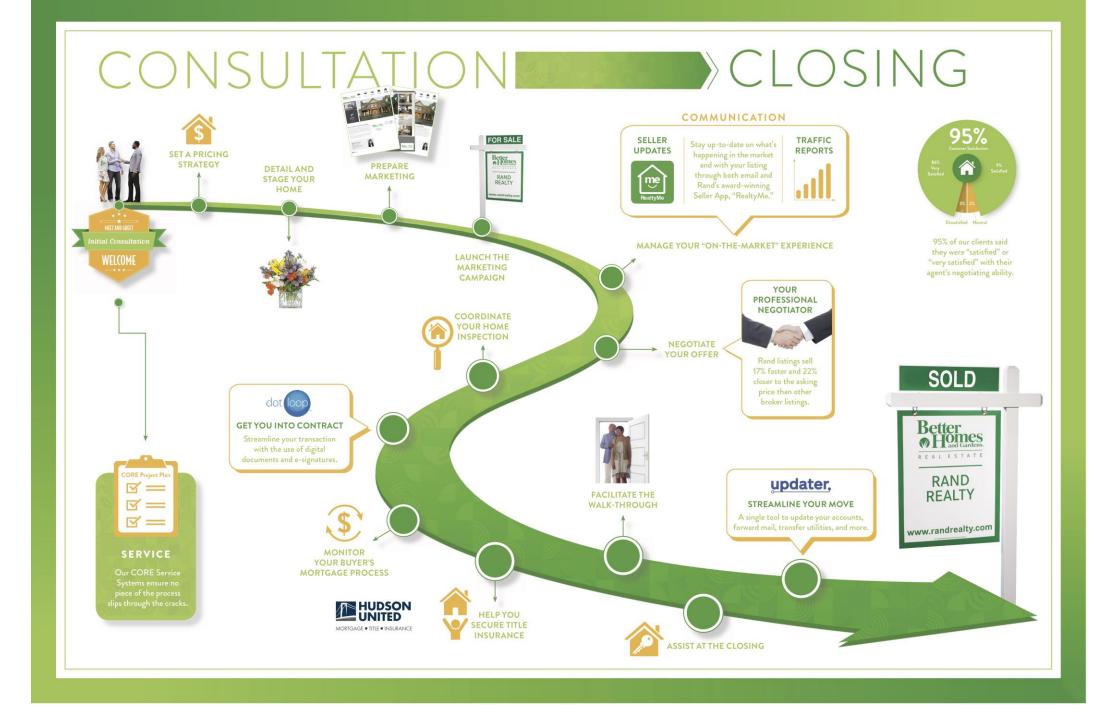
3. Incorporate staging as a core service.



TRANSACTION MANAGEMENT

4. Emphasize Transaction Management as a differentiator.



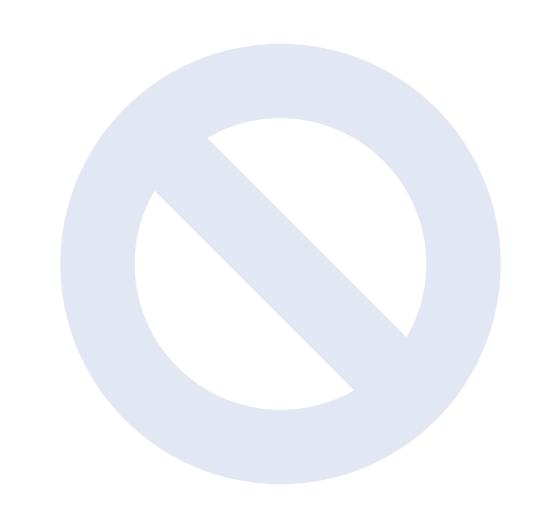


5. Change presentations into consultations.









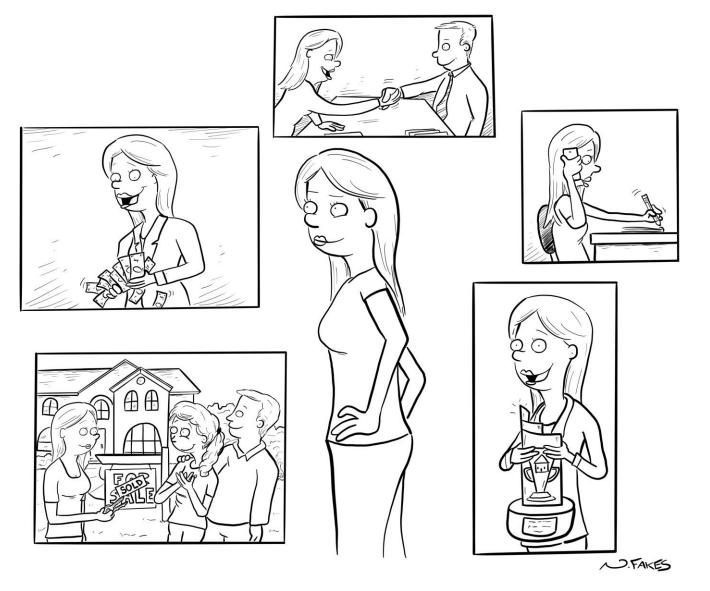






Three Phases of Communication Media

7. Take a service-oriented approach to lead generation.



Joe Rand

Five Key Changes the Real Estate Industry Can Make to Improve Client Experiences and Protect Our Future

