



Texas Heritage Real Estate

Exclusive Marketing Services
(254) 291-6826



Texas Heritage Real Estate and Paula Raymond, REALTOR® offer a comprehensive real estate marketing plan to sell your property quickly and for top dollar. From printed media to full exposure on the Internet we infiltrate every possible area to expose your property to the entire market of buyers, including out-of-town and overseas markets.

- **Multiple Listing Services:** Fort Hood Area, Temple/Belton Area & Austin Area. This is TRIPLE the exposure with area REALTORS® in approximately a 100 mile radius. Agents from Gatesville to South Austin and from Lampasas to Troy will have immediate access to your property listing when they are searching for their buyers.
- **Local Advertising:** Full color ads with feature write-ups showcasing your property to local shoppers. These magazines & booklets are widely distributed in all of the local shopping spots and restaurants.
- **Feature Sheets:** Custom feature sheets are designed exclusively for your property with color pictures and important details of interest. A flyer box is placed inside the home as well as on the yard sign outside.
- **Yard Sign:** Our yard signs were designed especially to catch the eye of the passer-by. They display full contact information for round-the-clock callers needing information about your property.
- **Just Listed Cards:** Letting your neighbors know about your property for sale is a great way to "spread the word." Chances are they know someone who has been wanting to move into the neighborhood and now they can go to work for you too!

www.PaulaSOLDit.com

- **E-Commercials:** Exclusively designed and produced web-commercials that can be emailed to our entire data-base and posted to all of our international websites. These fabulous commercials showcase your property in all it's glory with color photos & detailed descriptions of features.
- **Marketing Preparation Assistance:** Wondering what to do to make your house stand out in the market? A personal marketing consultation will give you all the tips and tricks to catch the eye of the buyer.
- **Informative Home Packet:** Chances are that the agent showing your home knows less about it than anyone and you are not likely to be there for every showing. The packet gives all of the little details to your prospective buyers. Utility bills, survey, seller's disclosure notice, home inspection, photos, notes from you about why you enjoyed living there and much more. When buyers tour your home they will be able to take a packet with them for reference later- giving you the edge over the other homes they toured that day!
- **CMA & Net Sheet:** An accurate market analysis is imperative to proper pricing in this competitive market. We use recent sales of similar properties to calculate the best entry price for your home. Our goal is to spark immediate interest in your listing and proper pricing will make that happen.

Internet Web Marketing

No matter how fabulous the local marketing tools are, if you aren't reaching the out-of-town buyers, you are missing the largest part of your buyer market. Statistics show that an out-of-town buyer will buy quicker and pay more money than a local buyer. In my experience with buyers, this has been proven over and over. www.PaulaSOLDit.com proudly holds the TOP positions on all major search engines including Google, Yahoo, AOL, MSN and many many more. With tens of thousands of visitors each month there is no better way to reach the out-of-town market and expose your property to 100% of buyers that are looking in the Greater Fort Hood area. Families relocating from out-of town or even overseas can shop your listing before even arriving here! Chances are... even you found PaulaSOLDit.com because of the huge web presence. It works!