

*If time is money,
I'm priceless!*



**Rebecca
Sprague**

SELLING PROPERTY in today's
World REQUIRES A time proven

**MARKETING
STRATEGY...**

DESIGNED TO SELL *FAST* AND AT THE BEST PRICE!

ShoreWEST
REALTY

262/567-8351

2009

It's a great Year to buy or sell!

To market your property, you need to find an experienced real estate professional, one who knows the area, has a proven success record, will aggressively market the venue with *new and innovative ideas*, and has the benefits of a strong real estate company behind them.



Rebecca Sprague

Shorewest Lake Country Office

Professional Qualifications

✓ Associate Vice President since 2002

Experience:

✓ Licensed real estate professional since 1991

Education:

✓ GRI-Graduate Realtor Institute

✓ CRS-Certified Residential Specialist

✓ CSRS-Certified Shorewest Relocation Specialist

Accomplishments:

✓ President's Club Member (for 12 years)

✓ Million Dollar Club Member (for 16 years)

✓ Lifetime Member—Million Dollar Club

✓ National Sales Award Recipient (13 years)

✓ Shorewest—LC Office Leader (for 2 years)

✓ **Career Sales over \$117.2 Million** (as of Nov 2008)

CONTACT REBECCA Shorewest Office

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Oconomowoc: 262/567-8351

Metro: 262/786-4710

Cell: 414/699-REBA

Email: rebecca@shorewest.com

Alternate Email:

RebeccaLynn_SW@aol.com

My Business Websites

rebecca.shorewest.com

Rebeccasprague.com

condoswisconsin.net

RebeccaSprague.homesandland.com

pioneeridge.com

My Internet Presence / Social Networking

Facebook.com

MySpace.com/453980291

twitter.com/photos/rebeccasprague

flickr.com/photos/rsprague

xanga.com/RealEstateReba

trulia.com

zillow.com

YouTube.com/ShorewestRealtors

thebubbler.com

activerain.com

rebeccasprag.blogspot.com

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The Power of Shorewest marketing

- **Professional photography**, Guided tour available online, Shorewest TV, and YouTube.com.
- **Television**, Shorewest home sales tour available on demand on cable.
- **Hot Line Number** - Each property is assigned a hot line number where information can be accessed by phone 24/7.
- **Internet Marketing** - All properties are listed on the ShoreWEST web site, shorewest.com, MLS—Multiple Listing Service, and available on the world-wide web (*targets the "under 50" age group*) within 48 hours. New in 2009 is YouTube.com photo slideshows.
- **Websites** - Besides ShoreWEST your property is displayed on Rebecca's personal websites: rebecca.shorewest.com, rebeccasprague.com and condoswisconsin.net. It is also listed on internet real estate classified sites that serve SE Wisconsin area, with high SEO (search engine optimization) ratings.
- **New Listing** - Flyers are distributed to ShoreWEST realtors (110 Lake Country agents) and discussed during the weekly sales meeting, through general voicemail and e-mail contact. Broker Open held to highlight property to local realtors.
- **Full-Color Property flyers** - A data sheet with a color photo of your property (*seller approved*), detailed description, measurements and inclusions is prepared and kept in an information box (*if desired*) outside of the property & is available on the internet.
- **Eye-catching Yard Sign** lists the hot line # & phone numbers to call.
- **Wisconsin Mortgage Corporation**
- **Shorewest Relocation Center**
- **Shorewest Home Closing Division**

ShoreWEST
REALTY

Special ized mar keting

LOCAL PRINT PUBLICATIONS

Our marketing advantage starts as soon as you list your home with full-color ads placed in various print publications such as: [Milwaukee Journal Sentinel](#), [Oconomowoc Enterprise](#), [Oconomowoc Focus](#), [Lake Country Reporter](#), [Waukesha Freeman](#).

Every week - advertised somewhere; Some weeks - advertised everywhere

Tandem marketing (Local events calendar), may include Lake Country Living, Homes & Land

INTERNET WEB PRESENCE

[Shorewest.com](#), [www.mlswis.com](#), [Wihomes.com](#), [Realtor.com](#)
[Zillow.com](#), [Trulia.com](#), [YouTube.com/ShorewestRealtors](#),
[Twitter.com](#), [Flickr.com](#)

MAIL MARKETING CAMPAIGN

Full-color postcards to select markets.

Just Listed postcard to local area.

Full-color property sheets to real estate agents in the Waukesha area and over 22 local real estate offices.

E-mail marketing to local area realtors

OPEN HOUSES

Broker's Open - planned open house for real estate agents.

Public Open House – scheduled to your convenience.

THE PERSONAL TOUCH

Unique and innovative marketing ideas are our specialty. We work for you, to your best advantage, with our combined experience in real estate sales in the Lake Country area. *See our page title "The Personal Touch."*

Our Timeline

WEEK ONE - *Strategizing our success!*

- ◆ Work with you to determine any appropriate “marketing” for your property.
- ◆ Detailed property information taken.
- ◆ Digital photos taken (for web site & other marketing flyers)
- ◆ Property information & photo uploaded to FLEX MLS within 24 hours of listing.
- ◆ Property information & photos uploaded to Shorewest.com
- ◆ Hot number assigned
- ◆ Data sheets distributed to realtors, and other interested buyers.
- ◆ Classified internet marketing and real estate blogs.
- ◆ Property discussed during weekly sales meeting.
- ◆ Any hot line inquiries are directed to Rebecca’s cell phone.
- ◆ Yard sign ordered and installed.
- ◆ Feedback on all showings.

WEEK TWO

- ◆ Local print ads placed - **Lake Country Reporter, Oconomowoc Enterprise, Waukesha Freeman,** and possibly **Milwaukee Journal-Sentinel.**
- ◆ Specialized brochures completed and mailed to prospective local and area builders.
- ◆ Continue response to inquiries from hot line, e-mail, web site & other sources.
- ◆ Objective feedback through weekly sales meeting.
- ◆ Feedback on all showings.

WEEK THREE

- ◆ Discuss with seller a review of new listings or “solds” that could impact the marketing of the property.
- ◆ Fax property information to area real estate brokers.
- ◆ Continue response to inquiries from hot line, e-mail, web site & other sources.
- ◆ Feedback on all showings.

WEEK FOUR

- ◆ Postcards sent to “niche” marketing.
- ◆ Continue response to inquiries from hot line, e-mail, web site & other sources.
- ◆ Discuss the results of the 30 day marketing plan with you, showing results of this program, and ways to fine tune it, if needed.

The Personal Touch



Photography allows quick distribution of your property with special emphasis on wrap-around porch.

"The Elegant Gypsies" performed during an exclusive Invitation Only Open House in Bristlecone Pines Country Club, Hartland.



Unique WEBSITE: <http://Pioneeridge.com>

2007
IT'S A GREAT YEAR TO BUY.

Panoramic balcony views of Oconomowoc cityscape, Fowler Lake and private wooded walk. Onsite fitness center, clubhouse and resort-style pool.

pioneeridge
 CONDOMINIUMS

Cell: 414/699-REBA
 rebecca@shorewest.com
 www.condoswisconsin.net
 Hotline:
 262/814-1400 + PIN# 64745

Rebecca Sprague

Shore WEST REALTORS

60 Years of Families Serving Families

shorewest.com

The Villas
 at Lakewood Estates

A New Upscale Condominium Development in Oconomowoc

Marketed by Rebecca Patnode, Shorewest Realty
 Constructed by Arrowhead Builders & West Shore Homes

10/10/02 Rebecca Patnode, Shorewest

A movie presentation was created for "The Villas" at Lakewood Estates, a condominium project in Oconomowoc.

ARE YOU READY TO RETIRE FROM MOWING?

Discover Deer Crossing Condominiums. Be free from yardwork. Enjoy your leisure time. Come home. New Custom Ranch-style Townhomes from \$174,900.

Rebecca Patnode
 Shorewest - Lake Country Office (262)567.8351 ext.132
IT TIME is money - I'm priceless!

Postcards postcards!

Looking for the perfect fit?

Consider a **VILLA**

Colorful bi-fold brochure

Wine and cheese open house for at new condo project—Pioneeridge.

Innovative marketing ideas individually tailored for YOUR success!