

MARKETING PHILOSOPHY

I believe that I have a keen sense of understanding of the Gainesville buyers that allows me to tailor my exclusive marketing programs specifically to attract and target those buyers to your property.

I approach my real estate business the same as any other successful business in which I have invested considerable amount of money and time toward building a better business. I have a fully appointed home office with state-of-the-art computer system, and desktop publishing systems that is on-line to the Multiple Listing Service, the county tax rolls and of course the internet. In addition, I have many computer peripherals to complement the entire system including digital cameras, color printer, scanner and laptop computer. In order to increase my accessibility to my clients, I have invested in a toll-free phone number, e-mail, fax machine, start-of-the-art mobile phone and palm pilot systems.

My team has an extensive background in marketing, computer and graphic design skills. We are able to create extremely innovative and effective marketing programs. We are known for designing client brochures, advertising campaigns, direct mail programs and our award-winning website. I believe in target marketing... in developing tailored programs for each client. My clients are assured of the most creative and effective property marketing available. To keep myself abreast with the ever-changing real estate industry, I regularly attend real estate, marketing and technical seminars. Even in this "high tech" world, I never compromise good "old-fashioned" personal style of service. Our creativity and enthusiasm guarantees satisfied clients... which leads to substantial referral business and repeat customers.



Home Office

TAILORED PROGRAMS FOR EACH CLIENT

