

**VRI**  
HOMES

[MyTownGurus.com/Brigantine](http://MyTownGurus.com/Brigantine)



My Town Gurus



**William "Bill" Zeltman III**  
**800-531-2885 ext 809**  
Official Real Estate Town Guru



# Let Me Introduce Myself:



**William "Bill" Zeltman III, Ed.D, MBA**  
**Managing Partner/ Realtor® Associate**  
**800 531 2885 ext 809 office**  
**609 412 7235 mobile**



# Marketing Objective

My Town Gurus is where ***traditional advertising*** meets ***innovative marketing*** to get your home ***sold*** in the least amount of time for the highest possible price.



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# The My Town Gurus Marketing Advantage



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 Realtor Associate  
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 800-531-2885 ext 809  
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**My Town Gurus uses a powerful combination of traditional, digital, and social media marketing, community outreach, and leveraged partnerships with local businesses and organizations to market your property in a way that is unparalleled in real estate today.**

## Over 95% of Real Estate Searches Begin Online

### My Town Gurus Step Ahead Marketing System

#### BEST Realtors®

- My Town Gurus only selects a top Realtor® from the town served ensuring our clients get the best service available.

#### Social Media Marketing

- My Town Gurus system uses a proprietary social media marketing approach that promotes listings to over 50,000 followers on nearly every social media platform.

#### Digital Marketing

- My Town Gurus website exclusivity
- Community pages have been viewed by 10 million viewers since 2015
- SEO advantage
- National Presence
- Advertising on Search Engines and Social Media sites

#### Reinforced Messaging

- Power of reinforced marketing using traditional, digital, social media marketing, community outreach, public relations, a national network, and leveraging partnerships with local businesses and community organizations to promote your property to more people and sell it faster and for more money.

#### Traditional Real Estate Marketing

- |                     |                        |                           |                       |
|---------------------|------------------------|---------------------------|-----------------------|
| • Print Advertising | • MLS Listing          | • Home Warranty           | • Realtor.com         |
| • Yard Signs        | • Postcards            | • Current Market Analysis | • Zillow.com          |
| • Open Houses       | • Broker's Open House  | • Home Staging            | • Trulia.com          |
| • Realtor® Caravans | • Mortgage Rate Cards  | • Buyers Guide            | • Homes.com           |
| • Property Sheets   | • Relocation Marketing | • Transaction Insurance   | • Inspection Services |

- Broker Cooperation
- Corporate Relocation
- Mailings

\*If your property is currently listed with another broker, this is not a solicitation.

# Maximum Exposure to the Real Estate Community

Your Town Guru will expertly market your home in many ways:

*First* we will advertise it to the real estate community. By exposing your listing to the thousands of agents in the area, all of whom are working with numerous qualified buyers, we maximize the probability of selling your home. By alerting the real estate community that your home is on the market, we are putting those others agents to work for you as well as ourselves. Since no single Broker sells more than 10% of their own listings, this step is essential.



# A Buyer Calling On A Sign is The Strongest Buyer of All.

**Second:** We market your home to the large buying audience. We place a distinctive “For Sale” sign on your property, letting the general public know that your home is now for sale.

Many times neighbors know friends or relatives that would like to live near them.

Many buyers find a home on the Internet but like to drive by a home before scheduling an appointment to check out the neighborhood.

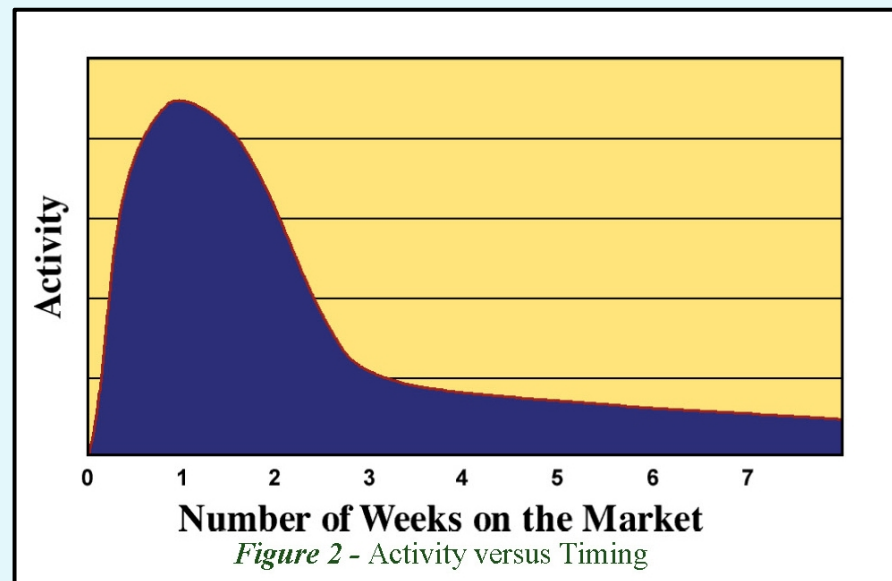


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# Pricing Your Home

Setting the price correctly from the beginning of the sale process is one of the most important elements in successfully marketing your home. Listen to your Real Estate Professional as they guide you in the pricing strategy. They understand today's challenging and ever-changing market conditions. Your Town Guru will complete a CMA (comparative market analysis) and let you know the most realistic and fair price to market your home.

As indicated on the graph the greatest amount of activity will take place in the early weeks of being on the market. It is imperative that your home be priced right from the start!



craigslist

# Internet Marketing



National Association of Realtor's statistics show that 90% of all buyers use the Internet to shop for a home. And this is where My Town Gurus Realtors® have the leading marketing edge. Our Internet marketing system includes featuring your home to nearly 10 million readers on MyTownGurus.com, over 50,000 fans on Social Media, and a multitude of other targeted websites.

**My Town Gurus**  
Official Real Estate Town Gurus

**YOUR BUSINESS Featured Here!**  
Call 609-412-7235

HOME BLOG BECOME A GURU ABOUT

NEWS TICKER > [January 16, 2017] 5 Minute Tips for Preparing Your Home for Viewing > HOMEOWNER TIPS

FIND YOUR TOWN! CLICK ON YOUR STATE THEN COUNTY AND FIND YOUR TOWN

Map showing US states: WA, OR, ID, MT, WY, UT, CO, AZ, NM, TX, ND, SD, NE, KS, OK, AR, MS, AL, GA, MN, IA, MO, TN, KY, WV, VA, NC, SC, PA, NY, ME, RI, CT, VT, NH, MA, NJ, DE, MD, DC.



**SEO**

Search engine optimization process of improving the website or a web page via the "natural" or un- "algorithmic" search for (or higher



**My Town Gurus**  
No One Knows Your Town Like A Guru  
MyTownGurus.com





# Mobile Home Search



My Town Gurus native Smartphone page brings home listings to your mobile phone for homes for sale nationally. Make the most of your home search on the go with map capabilities that allow you to see for sale information on houses for sale anywhere in the United States. MyTownGurus.com is your window into local real estate, with search options, pictures, and much more.



# Newspapers ■ Brochures ■ Magazines Traditional Advertising



Newspaper ads targeted in local publications.



Magazines and Postcards Distributed to Potential buyers

65 Windsor Court, Bountiful, Utah



# Brochures For Each Listing



William "Bill" Zeltman III  
Realtor® Associate  
609-412-7235



"Diamond in the Rough"

4 Bedrooms – 3 Baths  
Longport, NJ - \$475,000

3143 Fire Rd Unit D, Egg Harbor Twp, NJ 08234 800-531-2885 ext 880

To sell your property effectively, buyers need to know all key information about a home. My Town Gurus Realtors® provide all that information in a professionally presented brochure. This brochure is available at Open Houses, is offered to buyers when viewing your home.



# Target Buyers by Direct Mail and Email Alerts

Targeted direct mail has become an incredibly effective way of distributing available property information to the marketplace. We regularly use direct mail to target buyers at different stages of the buying cycle.

Emails have become the quickest and most efficient method of alerting potential buyers of listings as they come on the market. Buyers register their search criteria with us and we email them as soon as a matching property is listed.



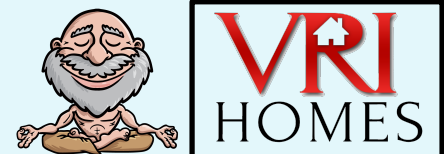
# We Have Buyers



**The My Town Gurus Referral Network** links qualified real estate professionals in relocation markets across the country. Through our network, we have access to buyers from all of our members.

**The Renter to Buyer Assistance Program** is a method to aid properties listed through the My Town Gurus marketing system. It then offers seller assistance to qualified buyers. This program is primarily used for first-time homebuyers who in most cases can afford a monthly payment but are short on the down payment and/or closing costs. Down payment Gifts are frequently negotiated to consummate a sale, which might otherwise not happen.

**Corporate Relocation Service** is available to us as part of the My Town Gurus system. We have access to relocating families which, in turn, are introduced to your home and our marketplace.



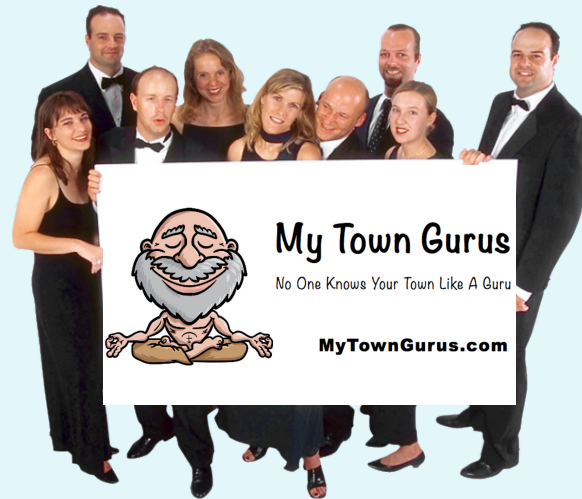
# Mortgage Gurus

***My Town Gurus Mortgage Gurus*** partner with your Real Estate Guru to help potential buyers get the financing they need to purchase your home.

Mortgage Gurus are selected because they understand your town and the unique financing options available there to ensure that every financing option is explored and that your transaction makes it to closing.



# A National Sales Team

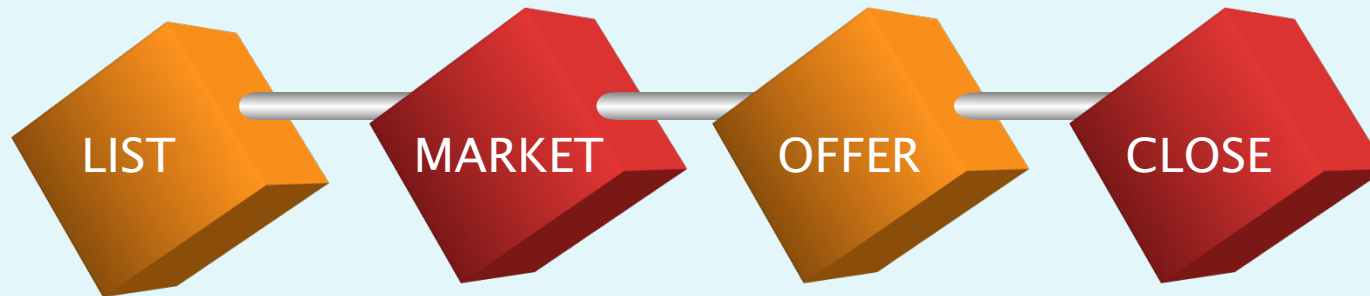


We have a National Network of top Realtors® carefully selected to serve as their town's Official Real Estate Town Guru. In addition to the requirements of their respective states, all Town Gurus attend an additional training program called the Step Ahead Training Academy. The training academy contains 12 subjects, 48 learning modules, and over 500 individual lessons which teach My Town Gurus proprietary integrated Marketing System, which has sold more properties than any other system in America.

***Learning is a lifelong process for Your Town's Guru***



## STEP BY STEP . . . WE ARE THERE



**Real Estate Town Gurus are with you every step of the way. Unlike many “List ‘em and Leave ‘em” agents, Your Town Guru will work with you from the day you list until the day you close and long after. Town Gurus send a listing report card using a mutually agreed upon schedule so that you can see the efforts and results of our proprietary marketing system.**





# Your Home

**SOLD!**

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The Zeltman Group

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*Welcome to*  
**BRIGANTINE  
BEACH**  
*an island you'll love for life*