

## Comparison Shop

Below are the various listing services that we offer our clients.  
Let us know how we can help move you forward.

Marketing Tool	Benefit	LAURIEDAU — TEAM —	Average Realtor
<b>Bright Multiple Listing Service</b>	Maximum Exposure to Buyers	YES!	Yes
<b>Professional Sign with Lead Capture</b>	Direct Line to our Sales Team	YES!	Maybe
<b>Follow Up on Showings</b>	Prompt Feedback on Your Home	YES!	Maybe
<b>Listing Activity Report</b>	Weekly Updates on Your Home's Activity	YES!	Maybe
<b>Open Houses</b>	Additional Opportunities for Buyers to View Your Home	YES!	Maybe
<b>Full Time Listing Specialist</b>	Your Dedicated Advisor + Advocate	YES!	No
<b>Full Time Marketing Coordinator</b>	Your Dedicated Support Staff	YES!	No
<b>Specialized Team Available for You</b>	Your Sales Team Actively Working with Local Buyers	YES!	No
<b>History of Selling 400+ Homes</b>	Experience + Knowledge to be Your Best Advocate	YES!	No
<b>75-Point Photography Checklist</b>	A Easy Guide to Get Your Home in Tip Top Shape	YES!	No
<b>Professional Home Staging</b>	Trusted Partner to Help Get Your Home Showing Ready	YES!	No
<b>Professional Photography</b>	The BEST First Impression of Your Home	YES!	No
<b>Professional Brochures</b>	Elegant Additional Advertising of Your Home	YES!	No
<b>Reverse Prospecting</b>	Direct Emails to Agents Who Have Viewed Your Home	YES!	No
<b>Email Marketing Blast</b>	Direct Emails to 500+ Local Agents	YES!	No
<b>Database of Leads &amp; Ready Buyers</b>	Pool of Buyers Who Are Ready to Purchase Now	YES!	No
<b>Zillow Premier Agent Platform</b>	Increased Exposure on Zillow + Trulia	YES!	No
<b>Social Media &amp; Targeted Ads</b>	Custom Ads to Market Your Home Direct to Buyers	YES!	No
<b>24-Hour Marketing</b>	Direct Connect to Sales Team to Maximize Every Lead	YES!	No
<b>Homes &amp; Land Magazine</b>	Print + Digital Monthly Advertising	YES!	No
<b>Preferred Vendors &amp; Referral Partners</b>	Team of Partners Ready to Help You Every Step	YES!	No