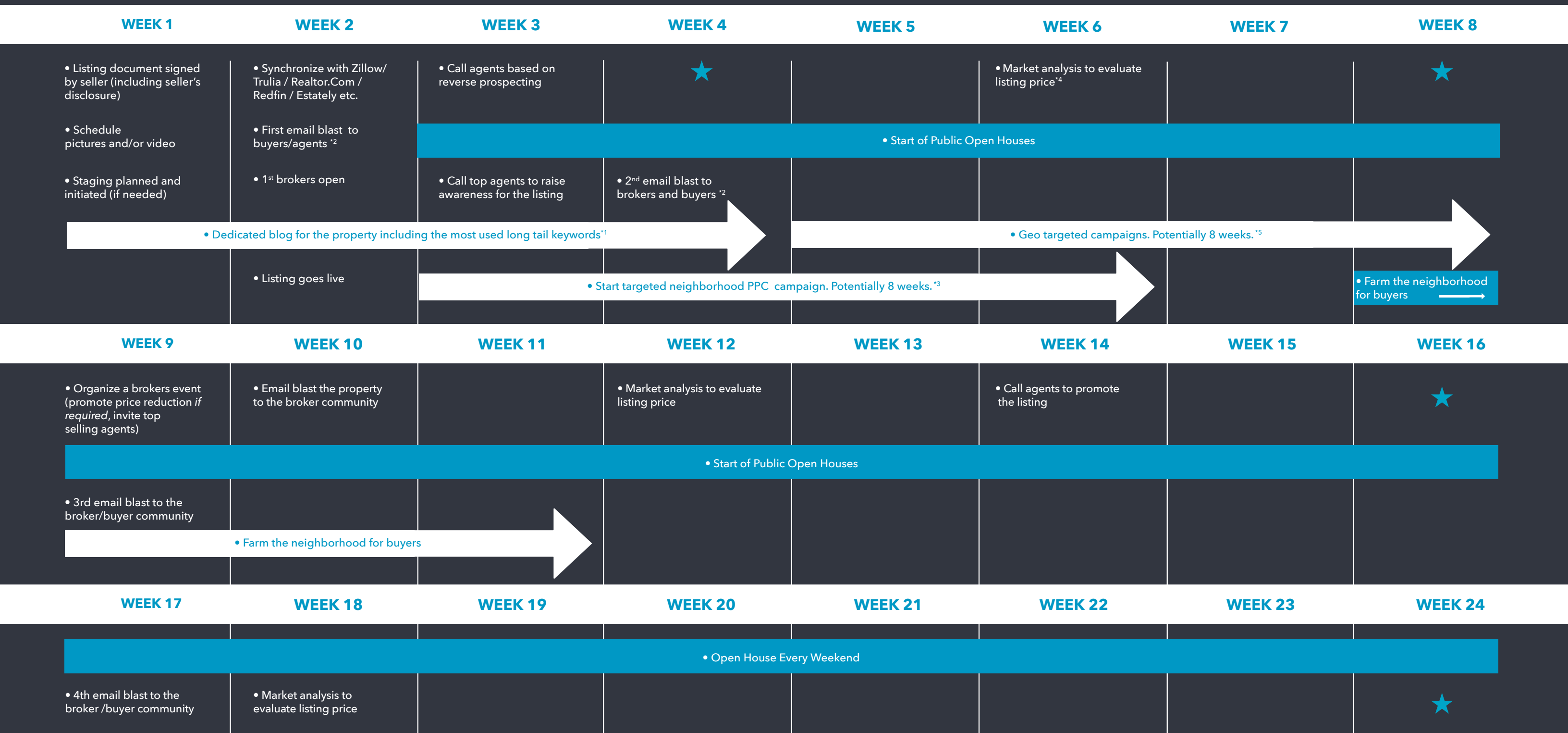


# LISTING TIMELINE



\*1 Long tail keywords are those three and four keyword phrases which are very specific to whatever one is selling. Whenever a buyer uses a highly specific search phrase, they tend to be looking for exactly what they are actually going to buy. So typically buyers of Coral Gables Home use the phrase: "Coral Gables homes for sale" or "Best Neighborhood in Coral Gables" We ensure these keywords are covered and your home can be found when buyers search for these terms

\*2 Emails sent to hyper local, local, national and global clients and agents.

\*3 PPC or Pay-per-click (PPC), is an online advertising model to ensure your property shows first for certain search terms such as "Coral Gables homes for sale". We will start a campaign to become number 1 on Google searches for those specific key words. Your property will be featured on the campaign page and will be shown to buyers specifically looking for homes in the area

\*4 Market analysis to evaluate price depending on how fast the seller wants to sell and how aggressive we want to be

\*5 Geo-targeting, otherwise known as local PPC, refers to the practice of delivering different content or advertisements to consumers based on their geographic locations. For example we will target buyers from New York, New Jersey and Connecticut via advertisement in media such as WSJ, Bloomberg or NYT, due to the high concentration of relocating families coming from this area who are looking to move to Miami.

★ Full market report to sellers with feedback. Feedback on buyer's and agent's feedback, online views, open houses, comparable new listings or sales and potential price reductions

