

The Most Effective Marketing Plan in Real Estate!

1. www.barrybrownmaui.com www.barrybrownteam.com www.realtor.com www.remax.com
Your property will be placed in our listings section in all 4 of these web sites. We receive hundreds of visitors per week seeking information about Maui real estate.
2. **The #1 Distributed Real Estate Magazine on Maui, The Maui Real Estate Property Guide-we will feature your listing in our full page ad in each magazine.**
3. **Easy Communications With Us**-We offer our direct lines in all of our marketing, including our cell phones (808-870-8888 and 808-344-4414). We usually have them on 8:00am to 10:00pm every day including Saturday and Sunday. We believe our business is like owning a store, if the store is not open a sale can't be made. Therefore if someone is interested in a property we have listed they will be able to talk to us right away. Finally, our toll free line (888-565-1800) rings through to our home/office (808-661-1800), insuring that no inquiry go unanswered.
4. **Honest Feedback**- About the current market, and after each showing
5. **Focus On Selling Our Listings First**-The way our marketing system is set up is to direct all buyer calls to us because we have more interest in your property than any other Realtor.
6. **Enter Your Property Into The MLS System**-The MLS (Multiple Listing Service) is a very powerful tool that exposes your property to all the Realtors on Maui. We will immediately upload up to 30 pictures and maps, as well as other comprehensive information about your property, as soon as it is listed. And we will conduct a Broker's Open House at the next available opportunity during the weekly regional caravan, allowing the most active Realtors on the island to preview your property.
7. **Professional Flyer**-When possible we will put a flyer, with pictures, in your property that gives basic information about your property but also prompts the potential home buyer to get more information about your property through our hot line, web site, or to call us directly.
8. **Past Clients**-We market our new listings to a large database of past clients on a regular basis.
9. **Pre-Qualify All Potential Buyers**-We believe it is of utmost importance to insure that a potential buyer is pre-qualified before a purchase agreement is written on your property. If we are not the selling agents we always recommend that we get a pre-qualifying letter from a lender before we take your property off the market.
10. **Negotiating the Best Possible Contract**-This is where the rubber meets the road, it doesn't matter how good the marketing program is, or how many offers you get, if your agent is not a good negotiator not only will you not get the best deal but often the property won't get sold. We take pride in this area of our business.
11. **Following Through After an Accepted Contract**-This is another very important part of the real estate transaction. There are literally dozens of things that can cause a real estate transaction to fall apart. If the agent is not experienced in having closed hundreds of transactions, and having the hands-on experience in this area, this could cause a fall out at the last minute.
12. **Team Concept-*The Barry Brown Team*** - Barry Brown has 35 years real estate experience, and Carol Brown (cell 808-344-4414) has 8 years for a **combined 43 years!** A powerful team with a wide range of marketing tools to get your listing sold fast!