



In this issue, we're pleased to share top tips on successful home marketing, introduce our new Sherborn blog, and share an update on our Holiday Soiree & Fashion Show Fundraiser.

Key Elements to Successful Home Marketing

In a competitive real estate market, what can your listing agent do to entice buyers to your home? Here are five tips for successful home marketing.

- **Make the right connections.**
Boston is the 8th busiest city in the country for relocation. Reaching global professionals involves more than mere Internet marketing. Through alliances with the *New York Times*, *Wall Street Journal*, and *Financial Times*, plus relationships with top recruiting managers, we connect our clients with affluent home buyers around the world.
- **Sell the community, not just the home.**
Many relocating home buyers have tremendous geographic flexibility. As real estate agents, we need to show potential buyers not only why they should want this home but what makes living in Sherborn special..
- **Develop targeted marketing campaigns.**
As marketing professionals, we have access to a wealth of market data about prospective buyers. We need to apply this market intelligence to our sellers' advantage. To that end, we build a profile of those likely to be in the market for the home we're selling, and develop customized campaigns based on this data.



Free Mobile Application for House Hunters

Get instant access to homes for sale from any mobile device

- Search the MLS by address, property type & more
- Find homes for sale closest to your current location via GPS
- View homes for sale on an interactive map

Just send your cell number & email address to leslie.mann@sothebysrealty.com for download instructions.

Key Elements to Successful Home Marketing (continued)

- **Leverage online video.**

Video has become a great medium for capturing a home buyer's attention. In addition, Forrester Research reports that video is 50 times more likely to appear on the first page of Google search results, meaning homes marketed with video are more likely to be found by potential buyers.

- **Go mobile.**

72 million US consumers access the Internet from their mobile devices. That's why we integrate mobile marketing elements into our home marketing campaigns. This includes encoding home videos to display optimally on mobile devices, and promoting your home through mobile applications.

Call us at 508-904-0515 or kyle.mann@sothebysrealty.com for a personalized home marketing plan.



Thank you for Supporting Breast Cancer Research

A special thank you to everyone who supported our Holiday Shopping Soiree & Fashion Show Fundraiser on behalf of the Art beCAUSE Breast Cancer Foundation. 200 guests joined us to tour an exceptional Italianate Victorian home, preview a holiday clothing collection, shop for the latest jewelry & fashions, hear a classical music ensemble, enjoy wine and hors d'oeuvres & enter to win fabulous prizes from Tiffany's & the Ritz Carlton. Together we raised \$7,500 for breast cancer research. 100% of the money raised went directly to the foundation.

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