

Selling Your Home

with the professionals



2 OUR MARKETING

See how our marketing gives your home a competitive advantage in a cluttered marketplace.

4 DIGITAL MARKETING

90% of all home buyers use the internet to search for homes. Reaching this key audience is a priority.

6 PRINT MARKETING

We offer a variety of newspaper and magazine advertising alternatives for agents who incorporate print advertising in their marketing campaigns.

8 BROCHURES AND FLYERS

See how we use professional photography and attractive layouts to favorably position your home with potential buyers and other real estate agents.

10 DIRECT MARKETING

Agents may use postcards and email communications to promote your home and announce promotional events like Open Houses.

12 AGENT REPRESENTATION

Professional representation is the important first step to help you sell your home and optimize your return. This section outlines how our agents serve you.

13 PROFESSIONAL STAFF

We identify the staff and departments who support your agent from listing through closing.

14 RELOCATION AFFILIATIONS

Our relationships give us global reach. See how we are able to introduce your home to this key segment of potential buyers.



Cover:

A captivating private residence beautifully framed by gorgeous gardens and located within a highly sought-after St. Louis neighborhood. Courtesy of Mary and Chris Desloge.

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Our marketing does more than differentiate our listed properties in a cluttered marketplace, it gives your home a competitive edge.

Our mission is to exceed client expectations.

On listed properties, we research and suggest how to position each home so it sells quickly and at optimum value. Next, our agents work to enhance the home's appeal. We then employ professional photography, inviting copy, compelling advertising and a promotion plan for each home. Finally, we utilize multi-channel marketing to create optimum awareness. Throughout the process, we keep clients updated on market conditions and provide decision options until the home sells. It's a successful process that has helped clients for over three decades.

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4 **We live in a digital world and our marketing reflects that reality.** We have significant investments in local, national and global digital networks. Our properties are displayed in beautiful color on over 500 websites, world-wide. Key sites include: Janet McAfee Real Estate, the St. Louis Multiple Listing Service, Realtor.com, RELO Home Search, Leading Real Estate Companies of the World, Who's Who in Luxury Real Estate, Luxury Portfolio, Zillow, Trulia, St. Louis Post-Dispatch, Yahoo Real Estate, Google Base, The Wall Street Journal and HGTV's Frontdoor.

With digital marketing via the internet, our listed homes are displayed on over 500 sites world-wide. And today, potential buyers may view your home with their smart phone or tablet.



Visit The Best Real Estate Website in St. Louis

See all our fine listings, search the MLS, check on Open Houses or find a Janet McAfee Agent:

www.janetmcafee.com

m.janetmcafee.com (mobile)



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janetmcafee.com



realtor.com



relohomesearch.com



luxuryportfolio.com (\$1,000,000+)



luxuryrealestate.com (\$750,000+)



realestate.yahoo.com



stltoday.com



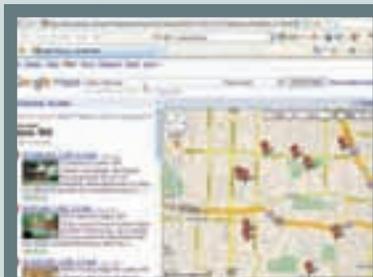
zillow.com



frontdoor.com



trulia.com



google.com/base



wsj.com (\$1,000,000+)

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Ladue News Two Page Spread



Ladue News Inside Front Cover



Webster-Kirkwood Times and West End Word



9 Property Layout



4 Property Layout

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We use print marketing to actively promote our listed properties and direct readers to our website to see more color photographs and key property details.

Print campaigns may include newspaper and magazine ads. Print campaign investments begin with classified ads in the *Ladue News*, *Webster-Kirkwood Times* and *West End Word*. Property display ads appear in all three publications and in *Elegant Living Magazine*. The size, frequency and composition of advertising may vary throughout the year. All individual property promotional ads are at the discretion of your agent and are typically based upon the list price, commission rate and term of the listing contract.

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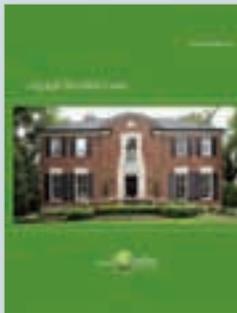
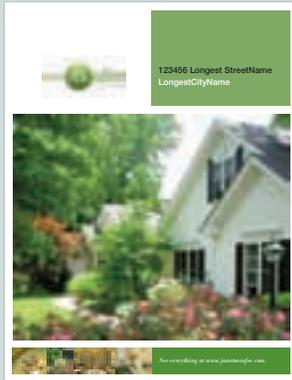
The marketing team works with your Agent to create unique brochures and promotional materials to highlight key selling features and favorably position your home with potential buyers and other real estate offices. We combine our beautiful color photography with rich copy and white space to invite readership. Examples may include posters, special feature sheets, disclosures, brochures, flyers, forget-me-nots, special note cards or custom exterior signage where permissible.

Our goal is to leverage our professional photography and create promotional materials reflecting the sophistication of our clients and the lifestyle choices of today's buyer.



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Jumbo Size Postcard



Email Communication



Panoramic Size Postcard



Standard Size Postcard

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Direct marketing allows us to select specific audiences and tailor messages to promote your home. We announce new listings, update prices and promote our Open Houses.

Direct marketing campaigns may include both mail and digital communications. The majority of direct mail communications consist of beautiful high-gloss postcards featuring attractive layouts, high-resolution photography and descriptive copy. Postcards may be mailed to addresses within a radius around your home or to specific neighborhoods and streets. Our digital communications consist of attractive email campaigns with imbedded photographs that are directed to real estate agents active in your market area. We utilize email campaigns to announce new listings, promote Open Houses and update list prices.

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There is a reason you will find so many outstanding agents at our firm. They are dedicated professionals who enjoy working with other top professionals. They truly value the impressive Janet McAfee network of buyers and sellers and the scope of available resources.

Our agents keep abreast of the market through weekly sales meetings where we review new listings, current sales and coming attractions. We also discuss real estate issues, market opportunities and case studies to help agents anticipate potential problems and understand possible solutions.

Annually, our agents receive intensive training and attend seminars led by experts. We also visit the properties for sale in our market and we study comparable sales and listings. In short, we do everything we can to serve our clients well.

We also know that getting an offer is just the first step in a very complex process. We will also help you with the following transactional elements:

- Negotiating contracts
- Working contingencies
- Municipal inspections
- Financing questions
- Utility changeovers
- Problem solving
- Title and survey issues
- Closing coordination

Our agents drive our business. They are experts in the areas they live and work. Their market knowledge is unparalleled; their commitment to service has never been stronger. They deliver results.

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 <p>Ted Thornhill President</p>	 <p>Janet Horlacher Principal</p>
 <p>Marty von Weise Business Manager</p>	 <p>Chuck Roper Marketing Director</p>
 <p>Cathy Noll Broker</p>	 <p>Jamie Godar Marketing Assistant</p>
 <p>Mike Adkins Relocation Director</p>	 <p>Kelly Kirk Marketing Assistant</p>
 <p>Mary Beth Gold Closing Manager</p>	 <p>Georgia Quinlan Office Manager</p>

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A GLOBAL RELOCATION NETWORK

We are Ambassadors to Saint Louis.

For many relocating candidates, we are an influential factor in their decision to make St. Louis their new home. We introduce them to our outstanding civic, entertainment and cultural institutions. We also preview neighborhoods, visit schools and identify retail conveniences. We help the candidates define their housing needs and we provide research and insight to help them make an informed decision on their purchase. **For sellers, we are able to introduce their properties to this key segment of qualified home buyers.**

In addition to dedicated staff, we have a global network of affiliations to allow us to

capitalize on any opportunity.

Our network affiliations include the following relocation organizations:



Leading Real Estate Companies of the World™

is the largest relocation affiliation in the world and is comprised of the best

independent real estate names in the business. With 5,000+ members and annual sales over \$400 billion, **our affiliates sell more homes annually than any other residential real estate organization including Coldwell Banker and Prudential.**





THE WORLD'S LARGEST AFFILIATION



Luxury Portfolio is comprised of the very best independent luxury real estate brokerages from all over the world. Featured properties are among the most exclusive in the world and include fine homes ranging from estates to exotic island retreats and country manors.



Luxury Real Estate is an international network of the finest luxury brokerages in the world. Membership consists of 120,830 agents in 5,800 offices and 65 countries. Members are

proven leaders in the marketing of distinctive properties and are committed to high performance, quality service and professional representation.



Realtor.com is the official website of the National Association of Realtors. Nationwide, the site is the most widely used real estate resource by buyers searching for real estate. All of our listings are showcased on this important real estate portal.





The best address....



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The best address for insight into luxury homes in the Saint Louis market is www.janetmcafee.com. See our featured homes, search all MLS listings, find an agent and discover important buying or selling tips.

It's the best address in town.



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