



## ***Luxury Properties Marketing System***

Every home is unique which is why our marketing programs are custom tailored to get your home sold. A tiered marketing solution allows you to choose the level of service you would like. Through a combination of setting the right price for your home and unique marketing activities appropriate for the luxury market, your home will have ultimate exposure to the right audience.

The agents at East Tennessee Luxury Properties are experienced in providing true comparables for determining a fair market price for your home. Although real estate markets are local, some properties are so unique that it is necessary to choose a similar area for establishing a market value.

A marketing calendar will be delivered to you at the beginning of your listing with a description of each marketing activity and when it will occur. You will never be in the dark about what steps are being taken to market your property.

### ***Auction***

It is expected that 30% of residential home sales will be conducted through auction by 2010, and the trend is gaining popularity among luxury properties. Buyers and sellers benefit alike. The seller can greatly reduce the time and cost of selling a home and will benefit from the convenience of pre-qualified prospects bidding on their home. The buyer is able to see many offerings at once and can rest assured they are purchasing at a fair market price since the buyers determine the purchase price. Whether you are interested in putting your home in our auction program or interested in purchasing at an auction, East Tennessee Luxury Properties will assist you through the process.

Contact one of our agents today to learn about the unique marketing opportunities available from East Tennessee Luxury Properties.