

Associated Brokers Company Realty ~ Property AD Options

How can a buyer find out about your property if they don't know about it? We're actively getting the word out and doing what works. We believe in having a comprehensive advertising plan along with a budget. We will work with you to bring together the best local and extra-local options to make the most of advertising dollars. We do not waste time with "good ideas," but with the "best ideas" that are proven to work time and time again. While we cover a broad base, we also focus specifically on the target market. We use creativity to tap into the current social network energy to motivate interest in your property.

Internet Advertising details are on the "Tour Options" page. Details include personal property Web sites, search engine and directory submissions, virtual slide shows, video tours, virtual tours, electronic postcards, broadcast E-mail, and custom downloadable flyers. We keep our Web sites NWArkansasRealty.com and ABC.NWA.MLXchange.com up to date and positioned well with search engines, directories, and paid advertising which in turn benefits you when prospective buyers view our Web site and listings.



Television Advertising

Many local cable companies offer a Real Estate channel which gives a highlight and tour of homes to prospective buyers 24 hours a day and 7 days a week. "Go Scout Homes" is a Real Estate Web site directory and television channel offered by Cox cable of Northwest Arkansas.

Television advertising reaches thousands of people. On a national scale, we work with experienced media buyers to create the commercial, find the perfect location for the TV campaign, and schedule air time. We work with professional producers who specialize in TV commercials among which have collectively won over 125 filmmaking and videographer awards.

Magazine Advertising

Many local areas offer Real Estate publications. In our area we have several including, Ozark Living and The Real Estate Book. We may also utilize the Homes & Land Magazine which has a substantial readership. Homes & Land is distributed in highly visible racks at grocery stores, restaurants, hotels, and shopping centers. Most of these magazines also have online directories which is an added bonus.



Newspaper Advertising

We have expertise in writing newspaper ad copy that creates a quick response of qualified buyers! In our area, we may place a print ad or classified section ad in the Star Shopper, The Morning News, The Gazette, and/or The NW Arkansas Times.

Poster & Brochure Advertising

Distributing colorful flyers to local Real Estate offices and businesses is a grass roots way to advertise that gets attention. In this age of information overload, placing a flyer in someone's hands may be the best possible scenario. The coffee house bulletin board may seem a bit retro, but it is hard at work capturing prospective buyers that may not have a subscription to a newspaper or magazine you advertised in. We do not underestimate the power of personal contact; in fact we utilize it as much as possible. We are actively creating opportunity for others to find out about your property.



Targeted Direct Mail Advertising

Bulk mailings are a particularly popular method of promotion. An exclusive post card geared to promote your property and mailed to a specific group of people or businesses may be the right marketing strategy for you. We oversee the complete promotional project from post card design and production to obtaining the right addresses and sending mail.