**MARKETING MATERIALS & PLAN**

**Prime Office Location:** Prime downtown location where 70 Vestal Street will be displayed in well-lit window. One of the most well traveled locations in Nantucket, which has led to continuous walk-in buyers.

**Research:** Research property at Registry of Deeds, Building Department, Board of Health, Conservation Commission and other Applicable Offices. Information will be readily accessible on an as need basis.

**Open Houses:** Brokers’ Open Houses of your Property at least once a month until sold.

**PRINT MEDIA**

* **Property Brochures:**Professionally created listing brochure.
* **The Inquirer and Mirror:** Full color property listing ad every week on a year-round basis.
* **Nantucket News:** Property will be featured in every issue. J Pepper Frazier Co. has equal or more pages than any office on island.
* **Nantucket Home Magazine:** Property will be featured in every issue. J Pepper Frazier Co. has equal or more pages than any office on island.
* **N Magazine:** J Pepper Frazier Co. advertises in all issues year round.
* **Nantucket Phone Book:** J Pepper Frazier Co. advertises in all issues year round. Most J Pepper Frazier Co. agents advertise personally.
* **Nantucket Directory:** J Pepper Frazier Co. advertises in all issues year round. Most J Pepper Frazier Co. agents advertise personally.
* **Nantucket Wine Festival:** J Pepper Frazier Co. will distribute your property listing within publications.
* **Nantucket Airport:** J Pepper Frazier Co. will distribute your property listing within publications.
* **Hyannis Airport:** J Pepper Frazier Co. will distribute your property listing within publications.
* **Cape Air:** J Pepper Frazier Co. advertises in all issues of the Birds Eye View.
* **Other Regional Real Estate Publications:** J Pepper Frazier Co. will distribute your property listing within publications.

**INTERNET AND DIGITAL MARKETING**

(95% of all leads start from the Internet.)

* **Website:** The **www.jpfco.com** website is attractive, informative, intuitive, reliable, fast, and user-friendly.  [**www.jpfco.com**](http://www.jpfco.com) is updated on a daily basis. Please feel free to browse [**www.jpfco.com**](http://www.jpfco.com).
* **Featured Property**: Our Website has a "Featured Property" Profile, giving maximum exposure to over 10,000 Active Prospects visiting our Website each month. 70 Vestal Street will be rotate in as the “Featured Property”.
* **Custom Web Page:** The [**www.jpfco.com**](http://www.jpfco.com)website has a custom web page for sellers’ properties that includes a virtual property tour.
* **Mobile Website:** The [**www.jpfco.com**](http://www.jpfco.com)website is available on all mobile hand held devices (blackberry, iphone, ipad, etc…) giving us another competitive advantage.
* **LINK:** The [**www.jpfco.com**](http://www.jpfco.com) website allows clients to sign up to directly to LINK. We will regularly track how often 4 and 6 Moors End Lane has been viewed and when possible by whom.
* **Online Newsletter:** The [**www.jpfco.com**](http://www.jpfco.com) website has an online newsletter sent to thousands of clients each month with news and info on Nantucket and the Real Estate Markets.
* **Blog:** The [**www.jpfco.com**](http://www.jpfco.com) website has a Blog with resources, links, and articles about Nantucket local and national real estate issues.
* **HyLine Boats:** J Pepper Frazier Co. has an exclusive advertising agreement for all of the HyLine’s TV’s on the boats and in the terminals.
* **Hyannis Airport:** J Pepper Frazier Co. has a digital billboard for advertising.
* **Nantucket.net:** J Pepper Frazier Co. advertises year round on this highly visited informational Nantucket website.
* **Search Engine Exposure:** The JPFCO.com website is ranked at the top of all search engines for every keyword related to Nantucket real estate. The search engines we employ and pay for top exposure are, Google, Yahoo, Msn. AOL, Netscape, Alta Vista, Lycos, Ask and more. Currently J Pepper Frazier Co. has more 5-star google reviews than any other Nantucket real estate firm.
* **Facebook:** We will post Pictures Details on our Listings on J Pepper Frazier Co. Facebook Page.
* **Linkedin Page:** J Pepper Frazier Co. is one of the only Nantucket real estate companies with a company page broadening reach for prospective Buyers.
* **Syndication Partners:** J Pepper Frazier Co. partners with many international websites to syndicate our listings, including [**www.realestate.yahoo.com**](http://www.realestate.yahoo.com), [**www.zillow.com**](http://www.zillow.com)**, and** [**www.trulia.com**](http://www.trulia.com)**.**

**LEADING REAL ESTATE COMPANIES OF THE WORLD & LUXURY PORTFOLIO INTERNATIONAL**

J Pepper Frazier Co. is in alliance with Leading Real Estate Companies of the World®.  This is a global network of 600 premier real estate firms with 5,000 offices and 150,000 sales associates in more than 30 countries around the world. Collectively, this group sold nearly 1 million homes worth $250 billion last year. Leading RE dominates the United States' list of top 500 real estate firms, with more of the Number One market leaders in the top 90 markets than any national brand.  J Pepper Frazier Co. is also part of the Luxury Portfolio Fine Property Collection® which is the luxury face of Leading RE.  This is the largest global network of premier locally branded companies dominated by many of the world's most powerful independent luxury brokerages.  What that means for J Pepper Frazier Co. clients is more exposure for our listings in both the national and international arenas.

* **LuxuryPortfolio.com:** J Pepper Frazier Co.’s listings priced at or above $1 million are displayed on [**www.luxuryportfolio.com**](http://www.luxuryportfolio.com). The unique website attracts over 1.2 million high-net-worth consumers from over 200 countries a year giving your listing(s) unprecedented exposure to a global audience that may not have found it on your local website. The website, combined with the additional online and offline marketing and branding tools available to you through this program, enable us to more efficiently and effectively market your luxury listings to a targeted, high-net-worth audience. See J Pepper Frazier Co.’s unique site, [**www.jpfco.luxuryportfolio.com**](http://www.jpfco.luxuryportfolio.com).
* **Wall Street Journal Online Bonus:** We automatically include every property listed on [**www.luxuryportfolio.com**](http://www.luxuryportfolio.com) on The Wall Street Journal website: [**www.wsj.com/realestate**](http://www.wsj.com/realestate) whether or not it is advertised in the print edition. This is something we are able to offer, at no additional cost to you, due to our relationship with the venerable publication. The WSJ online reader is typically not one that subscribes to the print edition, so by placing your listings on WSJ.com we are helping you reach an audience that may not have found you otherwise.
* **WSJ.com Online Branding Program:** In addition to placing all listings on WSJ.com we also feature an extensive branding campaign through the use of strategic banner ads placed throughout the site. Research has shown that our target affluent buyer is reading the print Wall Street Journal in addition to visiting the site online, so you’ll find us in the real estate sections as well as throughout the main sections in Lifestyle and Financial.
* **Luxury Portfolio Blog:** The Luxury Portfolio Blog has been described by The Palm Beach Daily News as “the definitive source of all things luxury.” Our goal with the blog is to uncover the luxury world’s uncommon and unusual and help identify them as, or even before, they become trends. We look forward to blogging about 70 Vestal Street.
* **Luxury Portfolio Mobile:** Potential buyers can find your listings and browse [**www.luxuryportfolio.com**](http://www.luxuryportfolio.com) no matter where they are via the mobile site. Simply direct people to [**www.luxuryportfolio.com/mobile**](http://www.luxuryportfolio.com/mobile)from their mobile device and access a simplified version of the site specifically designed for handheld users. iPhone, Blackberry, Treo, Blackjack, or any other web enabled phone; the mobile version of [**www.luxuryportfolio.com**](http://www.luxuryportfolio.com) is compatible and available for easy access on the road. Note: you can also be assured that when you use the “email a friend” function on [**www.luxuryportfolio.com**](http://www.luxuryportfolio.com) to send a property to a potential buyer, they can select the mobile version of the property detail page, right from the email!