



## TRADITIONAL LISTING AND SALE MARKETING

Professional Realty believes that the traditional marketing (Just Listed and Just Sold mailings) of new listings, closed listings and closed sales can result in additional business. In today's hi-tech world, many agents choose to forego this opportunity. Each transaction not traditionally marketed is a lost opportunity for additional exposure, for strengthening company awareness and most importantly it's a lost opportunity for you to gain additional business.

In an effort to maximize sales opportunities, Professional Realty encourages its agents to traditionally market their transactions. When agents make no arrangements to traditionally market their transactions, Professional Realty may do so on its own behalf.

**Agents should notify Professional Realty when agent will traditionally market their transaction by submitting a properly completed and signed Traditional Marketing Acknowledgement at the time of file submission, failure to do so will be understood to mean agent will not traditionally market the property.**

### **Agent specifies "Yes" on Traditional Marketing Acknowledgment:**

1. When in-house ad services are used
  - a. New listings
    - i. Ad services will promptly prepare artwork and, upon receipt of up-front payment, submit for printing
    - ii. If payment is not received within 5 days, unless other arrangements are made, ad services will not proceed with submitting artwork for printing and Professional Realty reserves the opportunity to traditionally market the property
  - b. Closed listings and closed sales
    - i. Ad services will promptly prepare and submit artwork for printing
    - ii. Payment will be deducted from commission payable if not already paid
  - c. If marketing pieces are not mailed within 14 days of file submission, Professional Realty reserves the opportunity to traditionally market the property
  - d. Agents should contact ad services in advance for current pricing
2. When outside ad services are used
  - a. An artwork proof must be submitted for review and Broker approval within 5 days of file submission
  - b. If after 5 days of file submission agent fails to submit artwork proof, Professional Realty reserves the opportunity to traditionally market the property
  - c. If marketing pieces are not mailed within 14 days of file submission, Professional Realty reserves the opportunity to traditionally market the property

### **Agent specifies "No" on Traditional Marketing Acknowledgment:**

Professional Realty reserves the opportunity to traditionally market the property