

## The **ABC**'s of Real Estate Marketing (What Most Realtors Do)

**A**dvertise

**B**ring a sign in your lawn

**C**reate an ad for the paper (and maybe run it)

**D**ownload your listing to the MLS

**E**ncourage their office to show it

**F**igure they might try an open house

**G**et on their knees and pray it will sell

*This is the way real estate has been practiced for the last 200 years, and it's still the way many agents operate today, but...  
...these traditional methods have proven to be less and less effective.  
That's why Micoley & Company uses the latest technology and proven marketing innovations which go far beyond this antiquated ABC approach.*

