

Advertising Generates Interest Agents Sell Properties

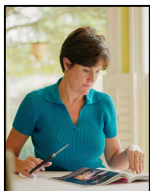
At Micoley & Company we are continually doing research on how and where our advertising can be the most effective. Each time a lead comes into our office we ask and track how the customer found the property. This information allows us to make advertising decisions that work within the constantly changing landscape of real estate marketing.



* When asked "where did you see this property advertised" the #1 response we hear is "I saw a sign in the yard." Because of this one of the first things I will do as your real estate agent is get a "For Sale" sign up in your yard.



* The second most popular source for our buyer leads comes from the Internet. Because of this we make sure that your listing is on our website (www.micoley.com), as well as up to four other national websites, and in the MLS - which is a direct information provider to Realtor.com.



* Another one of our top buyer lead producing areas in the monthly real estate guides. Because we receive so many leads through the area's monthly homes guides we have established a strong presence, publishing 20 pages of real estate advertising content between Green Bay's two premiere real estate guides, "Green Bay Homes & More" and "The Green Bay Real Estate Guide." In addition to these guides we also advertising lightly in the "Appleton Homes & More" and the "N.E.W. Homes & Homes", which advertises listing in rural Northeast Wisconsin.



* Surprising to many sellers, one of the least effective buyer lead generators is the newspaper. Through years of research, observation, and trial and error we have established a system of newspaper advertising that helps to make our company phone ring with buyer leads. Our newspaper advertising works off of a rotating schedule, advertising each of our listings once every two to three weeks in the weekend real estate section of the Green Bay Press Gazette. Our weekend display ads feature all of our open houses, and then a section of "by appointment" ads that showcase listings that require a call into our office in order to request a showing. We also occasionally advertise in other local newspaper including the Appleton Post Crescent, Shawano Leader, Oconto Falls Times Herald, and Luxemburg/Kewaunee Star.

Because of our sensitivity to and knowledge of the ever changing landscape of real estate marketing we reserve the right to change our marketing scheme at any time, and without prior consent. (Note: Holiday weekends will also affect the advertising schedule.)

