

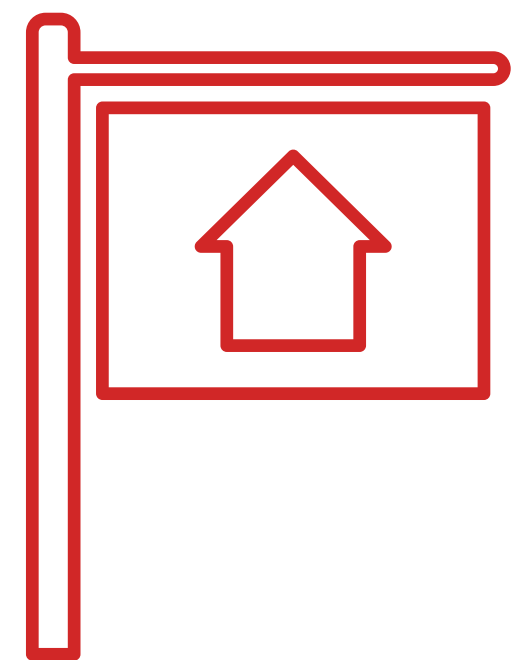
# WHAT IS PUBLIC MARKETING?

ANYTHING THAT CAN BE SEEN BY THE GENERAL PUBLIC  
IS CONSIDERED **PUBLIC MARKETING**.

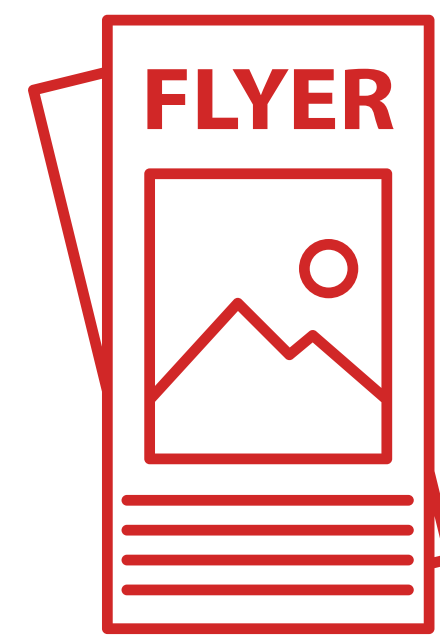
INCLUDES MARKETING BY AGENT AND/OR SELLER.

**PUBLIC MARKETING INCLUDES...BUT NOT LIMITED TO**

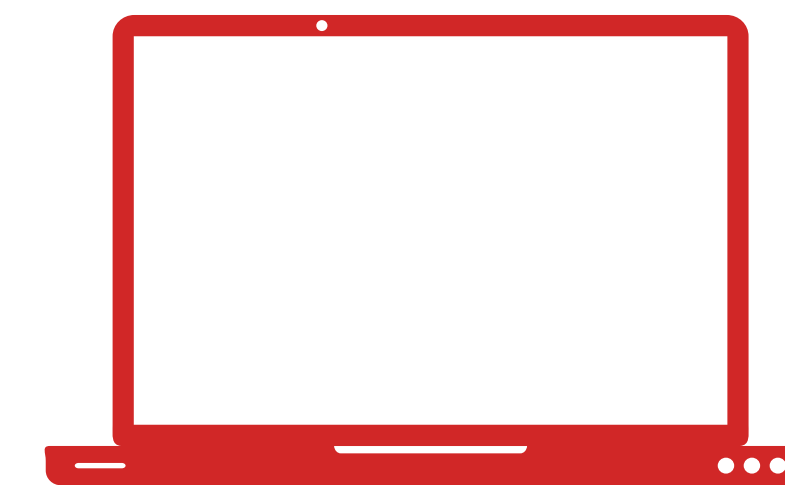
YARD SIGN  
GRAPHICS



FLYERS IN  
WINDOWS



BROKERAGE WEBSITE  
DISPLAY (IDX & VOW)



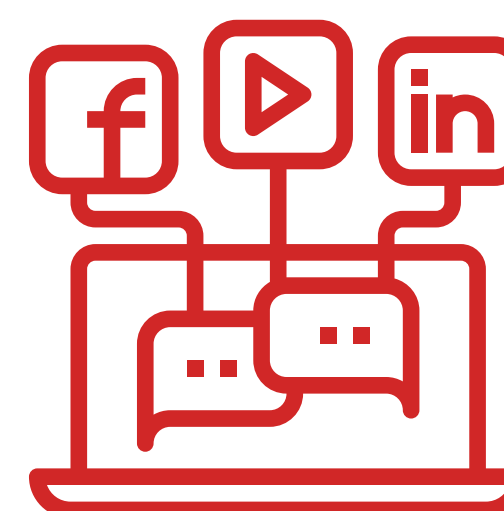
EMAIL  
NEWSLETTERS



DIGITAL  
COMMUNICATION  
MARKETING



PUBLIC FACING DIGITAL  
MARKETING (INCLUDING ANY  
SOCIAL MEDIA POSTS)



MULTI BROKERAGE  
LISTING  
NETWORKS



POSTCARDS & OTHER  
MAILERS



WORD OF MOUTH  
OUTSIDE BROKERAGE



OPEN HOUSE

