



MARKETING = RESULTS

Selling according to the oxford dictionary is “**the exchange of goods for an agreed sum of money**”. This process is generally the end product of a marketing process..

It is in this context that in order to gain a sale most often you need to effectively market your product in order to extend the range of potential buyers and gain the required end result.

When selling any type of business or any service, you should always allocate funds for marketing, this is common practice in all aspects of business, without marketing how does the buyer find your product?

Products that are marketed have the best chance of selling quickly and achieving a premium. It's a fact, the best opportunity sellers have to gain a result at a premium price, is in the first month of the business being released into the market.

Vendors that allocate funds to marketing most often achieve higher prices than those who don't. Properties advertised in the Resort Brokers Tourism Informer have a 70% better chance of selling. Those who choose newspaper have a 40% better chance. Your broker can advise the best mediums to use.

Resort Brokers in listing your property will at no cost display it on our web site and also on real commercial.com. We also allocate funds to advertise in both the national and regional press. Most others will just place a 2 line ad on their websites.

Often it takes several insertions to attract the right buyer; therefore a planned marketing campaign is essential.

When it becomes time to list your property contact your broker and plan your campaign thoroughly. Without marketing your property often languishes in the market for an extended period, sometimes for years.

