

# **Buddy's Marketing Plan**

## **Preparation:**

- 1) I will prepare a Competitive Market Analysis for your house. This will be used to set the asking price for your property. We will then confirm the accuracy of this analysis by ordering a professional appraisal for your property (I will reimburse this cost to you at closing).
- 2) We will order a professional house inspection. This will give us complete knowledge of any potential repair costs not readily visible to the casual observer (I will reimburse this cost to you at closing).
- 3) I will take High Dynamic Range (HDR) digital photos of your home. These will be used in the preparation of all of our marketing materials.
- 4) I will stop by to make a Virtual Reality tour of your home. This tour will be uploaded to every website that has the capacity to post these tours.

## **Roll out:**

- 1) Your home will be listed on the Greater Tampa MLX system. This will make it available to over 13,000 local real estate professionals. Your home will appear on a "Hot Sheet." This system will automatically e-mail any realtor that is currently searching for a home like yours.
- 2) A professional "For Sale" sign will be delivered and set into your front lawn.
- 3) I will place a home information "flyer" rider on the sign that has an embedded Quick Response Code (QR Code) printed on it. This code will allow interested buyer to scan it with their mobile devices. When the code is scanned, it will take the buyer to a mobile enabled web site that will expound upon the desirable qualities of your home.

## **Print media:**

- 1) I will mail full color postcards to your entire community. This card will let them know that we are looking for a buyer. While this tactic may seem "low tech" in today's world. It has proven over and over again to provide results. It is amazing how many of your neighbor's friends and family members are interested in living in your neighborhood.

- 2) I will submit an advertisement to the Harmon Homes Magazine.

## **Electronic media:**

Your home will be posted to the List Hub group of advertisers.

This is a group of over 50 websites. A limited list is shown below.

- 1) [WWW.Realtor.com](http://WWW.Realtor.com)
- 2) [WWW.Yahoo.com](http://WWW.Yahoo.com)
- 3) [WWW.Harmonhomes.com](http://WWW.Harmonhomes.com)
- 4) <http://therealestatebook.com>
- 5) [WWW.Homes.com](http://WWW.Homes.com)
- 6) [WWW.Homesekers.com](http://WWW.Homesekers.com)
- 7) [WWW.Homepages.com](http://WWW.Homepages.com)
- 10) [WWW.Erapologroup.com](http://WWW.Erapologroup.com)
- 11) [WWW.Greatblue.com](http://WWW.Greatblue.com)

List HUB will email both you and I every 2 weeks with information as to how many people have viewed your home's info, and which web sites are generating the most hits.

## **Follow-up:**

We will set a specific day and time, when I will call you, or come by, and talk about the action that the marketing plan has generated during the previous week.



ML# T2551587

List Price: \$390,000

16309 MUIRFIELD DR

ODESSA, FL 33556 - 5424

Beds: 4

Baths: 2 / 1

Sq Ft: 3,402

Subdivision: ST ANDREWS AT THE EAGLES UNIT 1 PH 1

Year Built: 2002 Total Acreage: Up to 10889 Sq. Ft.

Garage/Carport: 3 Car Garage Pool: Private

Water Frontage:

Water Access:

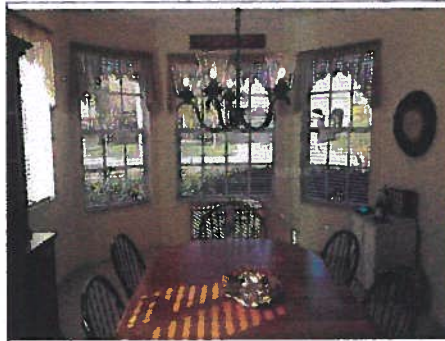


BUDDY KEENE

GREAT BLUE REAL EST MARKETING

Direct: 813-727-7110

Office Phone: 813-727-7110







ML# T2544811

List Price: \$1,095,000

1110 ABBEYS WAY  
TAMPA, FL 33602 - 5957

Beds: 3

Baths: 2 / 1

Sq Ft: 2,906

Subdivision: ST TROPEZ AT HARBOUR ISLAND PH 1

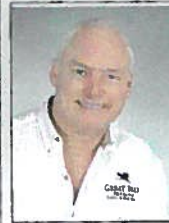
Year Built: 2000 Total Acreage: Up to 10889 Sq. Ft.

Garage/Carport: 2 Car Garage

Pool: None

Water Frontage:

Water Access: Bay/Harbor, Canal-Salt



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T2551587

16309 MUIRFIELD DR, ODESSA

County: Hillsborough County Zip Code: 33556-5424 Unit #: Status: Active  
 Sub. Name: ST ANDREWS AT THE EAGLES UNIT 1 P List Price: \$365,000  
 Beds: 4 Baths: 2/1 SqFt Heated: 3,402 Low Price:  
 Pool: Private - In Ground, Gunite/Concrete, Auto Cleaner, Screen Enclos Year Built: 2002  
 Property: Two Story Single Family Home Special Sale: None  
 Total Acreage: Up to 10889 Sq. Ft. Total SqFt: 4349 Pets Y/N: Y ADOM: 148  
 Construction Status: Proj. Comp. Date: CDOM: 148  
 Location: In County

**Virtual Tour**

Huge 3,402 square foot four bed room, two and one half baths with an office. three car garage pool home. No rear neighbors, as this home backs up to a working Hay farm. Enormous 15 foot by 27 foot kitchen. Center Island, built in desk, and a breakfast bar. Crown molding, and bay window in the dining room. formal family room. Screen enclosed pool with pop up quick clean pool cleaning system, 24/7 security with manned guard stations. Golf course community. High speed FIOS internet installed. Roof has radiant heat barrier insulation for lower electric bills. A rated schools.

**Land, Site and Tax Information**

SE/TP/RG: 30-27-17 Subdivision #: 02E Section #: Block/Parcel: G00000 Front Exposure:  
 Tax ID: U 30 27 17 02E G00000 00069.0 Alt.Key/Folio#: Additional Parcel: N Mill Rate: 20.2113 Lot #: 0006 Auction: N  
 Taxes: \$4,428.00 Tax Year: 2012 Homestead: Y Other Exemptions: CDD: N Annual CDD Fee:  
 Legal Description: ST ANDREWS AT THE EAGLES UNIT 1 PHASE 1 2 AND 3 LOT 69 BLOCK G  
 Ownership: Fee Simple Complex/Community Name: Book/Page: 0085/0055 Floor #:  
 Manufactured/Mobile Style: Model/Make: Zoning: PD-MU Future Land Use: 0115 Zoning Comp.: Y  
 Lot Dimensions: 70.0X100.0 Lot Size(Acres): 0.16 Lot Size(SqFt): 7,000 Days Lease: Min Lease: Lease # /Year:  
 Water Frontage: Water Access: Water Name:  
 Water View: Water Extras: Waterfront Feet:

**Interior Information**

Living Room: 14X13 Master Br.: 15X27 5th Bedroom: Great Room: Study / Den:  
 Family Room: 16X22 2nd Bedroom: Studio: Air Conditioning: Central  
 Kitchen: 15X21 3rd Bedroom: Dinette: Heat & Fuel: Central,Fuel - Electric  
 Dining Room: 11X19 4th Bedroom: Bonus Room: Floor Covering: Carpet,Ceramic Tile  
 Fireplace: N Balcony/Porch: Sq Ft Source: Public records Security System: Owned  
 Utilities Data: Public Utilities  
 Interior Layout:  
 Interior Features: Attic,Cath/Vaul Cell,Ceiling Fan(s),Walk In Closet,Wshr/Dryr Hkup,Crown Moulding  
 Master Bath: Dual Sinks, Garden Bath, Tub with Separate Shower Stall  
 Appliances Incl: Dishwasher,Disposal,Hot Water Electric,Microwave,Oven,Range,Refrigerator,Water Softener Owned  
 Kitchen: Additional Rooms:

**Exterior Information**

Ext. Construction: Block,Stucco Style: Contemporary Pool: In Ground,Gunite/Concrete,Auto Cleaner,Screen Enclosure Dim.  
 Exterior Features: Irrigation System,Gutters / Downspouts  
 Garage/Carport: 3 Car Garage,Attached,Door Opener Dimensions: Roof: Shingle

**Community Information**

**Community Features:**

**Maintenance Includes:**

Pet Size: # of Pets: Max Pet Weight: Pet Restrictions:  
 HOA / Comm Assn: Required HOA Fee: \$1200.00 HOA Payment Schedule: Annual Mo.Maint.\$(addition to HOA):  
 Condo Fee: Other Fee: Housing for Older Persons:  
 Elementary School: Bryant-HB Middle School: Farnell-HB High School: Sickles-HB

**Realtor Info**

List Agent: BUDDY KEENE Agent ID: 261525215 Agent Direct: 813-727-7110  
 Sales Team: E-mail: buddy.keene@greatblue.us Agent 2 Phone:  
 Office: GREAT BLUE REAL EST MARKETING Office ID: 776985 Agent Fax: 813-926-3186  
 List Date: 01/15/2013 Original Price: \$390,000 LP/SqFt: \$107.29 Agent Pager/Cell:  
 Contract: Previous Price: \$370,000 SP/SqFt: Office Phone: 813-727-7110  
 Exp. Clsg Date: Price Change: 05/30/2013 SP/LP Ratio: Office Fax: 813-926-3186  
 Sold Date: Sold Price: Owner: SMITH CRAIG G; SMITH JACQUELYN ( Owner Phone:  
 Off-Market: Days to Contract: Listing Type: Exclusive Right to Sell Spec Listing Type : Exclusion/Variable  
 Withdrawn: Days to Closed: Expiration Date: 07/15/13 Call Center #: 800-746-9464  
 Selling Agent: Office:  
 Management Comp Info: Financing Avail:  
 Single Agent: 3%-\$250 Non-Rep: 3%-\$250 Trans Broker: 3%-\$250 Bonus:  
 Realtor Info: Terms: Seller Credit:  
 Confidential Info:  
 Showing Instructions: Call Center  
 Driving Directions: From Race track road, head North on Nine Eagles drive, through the guard gate, then right onto Muirfield. House is on your right.

**Realtor Remarks:** Call showing time appointment center for showings, or click on the request a showing button



# POOL



## GREAT BLUE

The Educated  
Choice in Real Estate

[www.GreatBlue.us](http://www.GreatBlue.us)

Great Blue Real Estate Marketing Systems, Inc.

**For More Information  
About This Property  
Scan This Tag:**



**BUDDY KEENE**

**813-727-7110**



# Just listed!

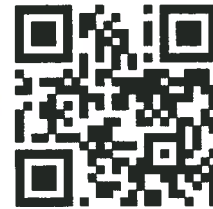


**17138 Downs Drive**

Please help us find a buyer for this 4 bedroom 3 baths, 3 car garage, plus an office, pool home. New roof in 2010. New AC in Oct. 2013. Remodeled kitchen with wood cabinets, and granite counter tops. Pool/spa have been refinished, lanai area and deck have new pavers. Wide open floor plan, with light and bright living area. Remodeled master bath, with incredible shower, and separate jetted tub. Privacy fenced back yard. Security system all windows and doors. Sprinkler system. This is not a short sale or a foreclosure, so we can close quickly. Move in ready.

**Using your smart phone, scan the QR Tag below to see the mobile website for this property.**

From that site, you can contact me instantly to set up an appointment for you or your friends to see this listing.



# Just listed!



**17138 Downs Drive**

Please help us find a buyer for this 4 bedroom 3 baths, 3 car garage, plus an office, pool home. New roof in 2010. New AC in Oct. 2013. Remodeled kitchen with wood cabinets, and granite counter tops. Pool/spa have been refinished, lanai area and deck have new pavers. Wide open floor plan, with light and bright living area. Remodeled master bath, with incredible shower, and separate jetted tub. Privacy fenced back yard. Security system all windows and doors. Sprinkler system. This is not a short sale or a foreclosure, so we can close quickly. Move in ready.

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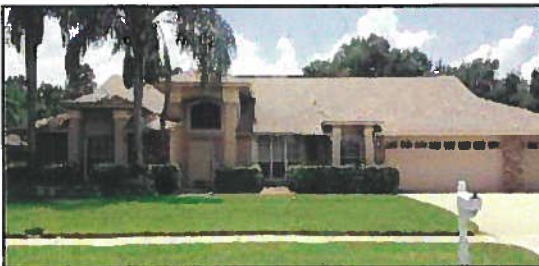




**BUDDY KEENE CEO/MANAGING BROKER**  
**813-727-7110 | WWW.GREATBLUE.US**  
 Great Blue Real Estate Marketing Systems Inc.

Our company is built on the premise that the better educated the agent, the more professional the service provided to the client. With that in mind, every Great Blue agent has earned a college degree.

**AGENTS call to find out how you can become part of our team!**



**Single Family in ODESSA OH MY!** 5 bedroom, 3 bath, three car garage pool home on a privacy fenced 1/3 of an acre. Newer roof, new AC, New water heater, new pool surface. Plus a Bowers & Wilkens Surround sound system built into the living room, kitchen, family room, and pool lanai area. All of this and located on a cul de sac for very limited traffic. Three minutes to the Sun Coast parkway, and only 2.5 miles to the brand new St. Joseph's Hospital North. Call Buddy Keene @ 813.727.7110 **\$369,900**



**Orange Blossom Creek** Short sale. Beautiful 4 bedroom, 3 bath, 2 car garage in Lutz. This place is super clean and ready for you to move in. Bank approved price. Granite counter tops, wood floors. Call buddy Keene @ 813.727.7110 **\$318,000**



**Single Family in TAMPA** Four bedroom two bath, 2,016 square feet two car garage, located in the East Village. Roof was replaced only seven years ago. Open floor plan, screened in back porch, with plenty of privacy. Home is located on a cul de sac, so through traffic is no issue. No HOA. Close to shopping, restaurants, beaches and the airport. Great home in a great location. Call Buddy Keene @ 813.727.7110 **\$229,000**



**Single Family in ODESSA** Huge 3,402 square foot four bedroom, two and one half baths with an office, three car garage pool home. No rear neighbors, as this home backs up to a working Hay farm. Enormous 15 foot by 27 foot kitchen. Center island, built in desk, and a breakfast bar. Crown molding, and bay window in the dining room. formal family room. Screen enclosed pool with pop up quick clean pool cleaning system, 24/7 security with manned guard stations. Golf course community. High speed FIOS internet installed. Roof has radiant heat barrier insulation for lower electric bills. Call Buddy Keene @ 813.727.7110 **\$365,000**



**Forest Hills!** Most likely the nicest 3 bedroom 2 bath home on the market in this neighborhood. Newer roof, newer ac, privacy fenced back yard, with delightful landscaping, including a fire pit, and screened in back porch. All appliances stay. Washer and dryer are included. Call Buddy Keene @ 813.727.7110. **\$145,000**



**Top of the Village!** 3 bedroom, 2 bath, two car garage, pool home located in the Top of the Village community. Brand new 140 MPH rated roof put on in March. All new carpets, and new wood floors. Side patio with tons of privacy. Out door kitchen under covered lanai. Heated pool. Call Buddy Keene @ 813.727.7110 **\$229,900**

*Education, Training... Results*





# WE JOINED THE NATION'S #1 NETWORK FOR LISTING DISTRIBUTION

Our real estate company has an aggressive strategy for attracting home buyers to our listings. By distributing your listing information, along with photographs, to a wide array of premier consumer websites, we make sure that we maximize every opportunity to attract qualified buyers to the table.

## DID YOU KNOW...



**90% of home buyers used the Internet to search for a new home.**

**47% of these buyers found the home they actually purchased online.**



**Real estate agents and the Internet continue to be the most important resources in the home search process.**

Source: NAR Profile of Home Buyers and Sellers 2012

POWERED BY **ListHub**



AOL Real Estate

ApartmentList

Brokur

BuyerHomeSite.com

Chase My New Home

DreamHomeListings

eLookyLoo

appraisal

FindAPlace4Me by  
VisualTour

Foreclosure.com

FreedomSoft

FrontDoor

GovListed.com

Guidance Realty

Harmon Homes

Home2.me

Homes By Lender

Homes&Land

HomeTourConnect

HomeWinks

HouseHunt.com

HUD Seeker

ImagesWork by CirclePix

Juwal

LakeHomesUSA

LandAndFarm

Lands of America

LandWatch

LearnMoreNow.com

LiquidusMedia

LotNetwork

LuxeListHome

MobileRealEstateListings by  
Dee Sign

My Florida Regional Multiple Listing  
Service, Inc.

New Home Source

Property Pursuit

Property Shark

RealEstateCentral

RealQuest Express

RealtyStore

RentRange

RentSocial

Revestor

StreetEasy

The Real Estate Book

Trulia

USAGolfHome

USALifestyleRealEstate

USHUD.com

Vast

VisualShows

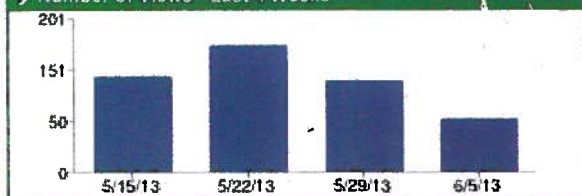




**BUDDY KEENE**  
 17313 Carriage Way  
 Odessa, FL 33556, US  
 813-727-7110  
 buddy.keene@greatblue.us



→ Number of Views - Last 4 Weeks



→ Inquiries

*Your property has received 1 inquiry.*

→ Top Cities

City	Property Views
Tampa, FL	71
Odessa, FL	32
New Port Richey, FL	14

→ Terms Used

**Property Views** - Occurs when a consumer views the full property detail page for your listing on a marketing website.

**Click-Throughs (Visits)** - Occurs when a consumer is redirected from the property detail page for your listing on a marketing website to your property detail page on the company's website for additional information.

**Inquiry** - An event where the consumer starts an interaction with the broker or agent about the property.

**Top Cities** - The cities from which the greatest number of consumers live that are viewing your listing.

## ONLINE MARKETING SUMMARY

February 19, 2013 - June 12, 2013

17112 LONG ACRES LN  
 ODESSA, FL 33556, US

MLS # T2556225 | \$369,900

→ Websites That Provide "Views" and "Visits" Data

Websites	Property Views	Click-Throughs (Visits)
Zillow Real Estate Network	1,569	2
Trulia	196	1
My Florida Regional Multiple Listing Service, Inc.	63	Not Applicable
Chase My New Home	14	0
HomeFinder.com	10	1
GovListed.com	3	0
LandWatch	3	0
AOL Real Estate	1	Not Applicable
RealtyStore	1	0
<b>Total</b>	<b>1,860</b>	<b>4</b>

→ Your Listing Is Also Displayed On

ApartmentList	Brokur	BuyerHomeSite.com
DreamHomeListings	eLookyLoo	eppraisal
FindAPlace4Me by VisualTour	Foreclosure.com	FreedomSoft
FrontDoor	Guidance Realty	Harmon Homes
Home2.me	Homes By Lender	Homes&Land
Homes.com	HomeTourConnect	HomeWinks
HotPads	HouseHunt.com	HUD Seeker
ImagesWork by CirclePix	Juwal	LakeHomesUSA
LandAndFarm	Lands of America	LearnMoreNow.com
LiquidusMedia	LotNetwork	LuxeListHome
MobileRealEstateListings by Dee Sign	New Home Source	Property Pursuit
Property Shark	RealEstateCentral	RealQuest Express
RealtyTrac	RentRange	RentSocial
Revestor	StreetEasy	The Real Estate Book
USAGolfHome	USALifestyleRealEstate	USHUD.com
Vast	VisualShows	

