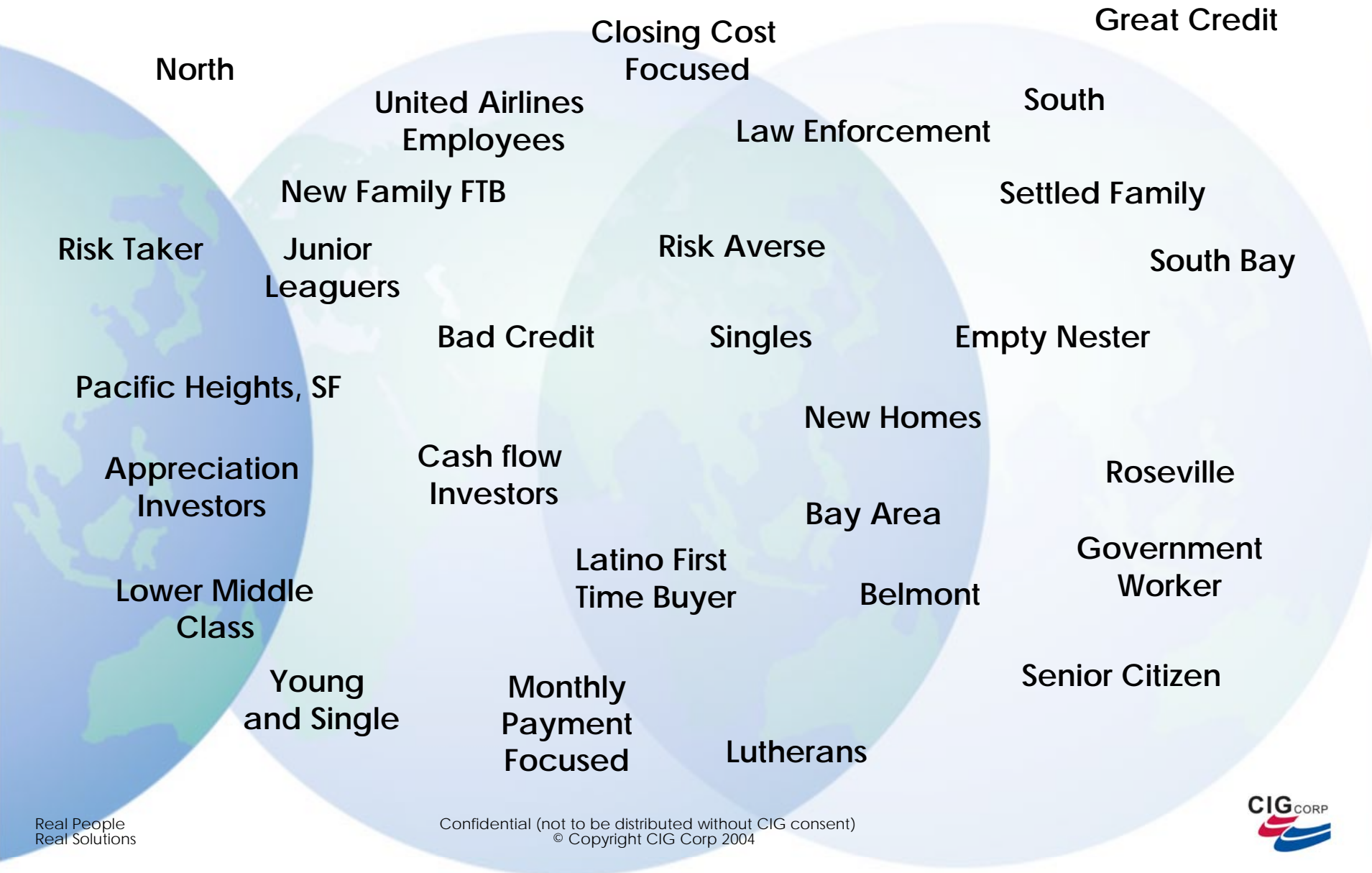




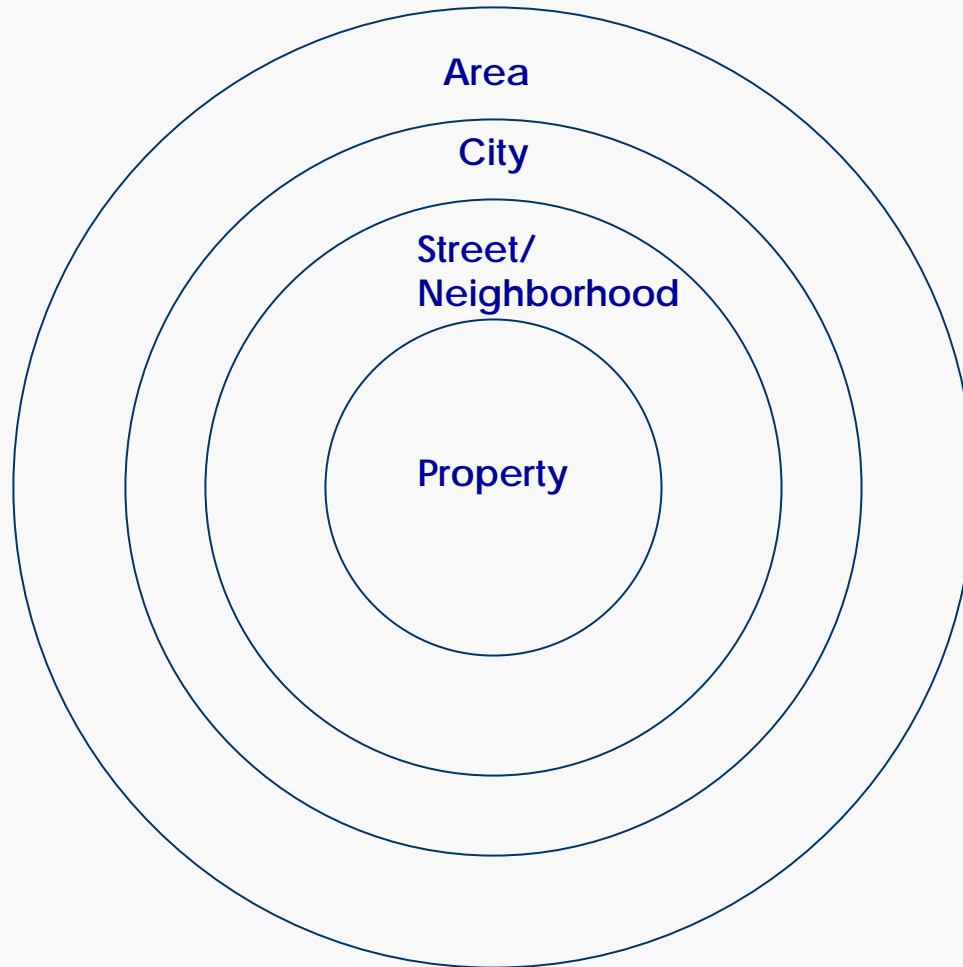
# Real Estate Marketing Business Plan

# Group these descriptions into segments



# Find your First "P", Property

*First think about property characteristics*



# Find your First P • Property

*For each characteristics, list key factors and importance to the segment*

## *Characteristics*

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### *Property*

- Square footage
- #bath/bedroom
- Amenities like fireplace, pool
- Age of building
- Style of Architecture
- Amount of work to fix
- Landscaping
- Quality of fixtures
- Garage
- Size of Yard, etc.

### *Neighborhood or street*

- How busy is the street/cul de sac
- Gated/not gated
- Hilly/Flat
- Zoning,
- Safety
- Hipness/Closeness to restaurants/groceries etc
- Bonds/Assessments
- School/Church nearby
- Airpath
- Other Houses/People in area
- Closeness to public transportation
- JEFF OTHERS?

### *City*

- ***School System mainly***
- Also population type
- Prestige Factor
- Tax Base
- Traffic/Growth patter
- Cultural Activity JEFF OTHERS

### *Area*

- Commuting is the main issue
- Closeness to public transportation
- Similar attributes as city