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## *Marketing Plan*

- Day One*                      Online Advertising - Realtor.com, PalmiterRealty.com, co-operating brokerages
- Week One*                     Glossy Info Sheets printed for prospective buyers
- Month One*                    ♦ Cooperating Brokerage Tour  
                                      Palmiter Realty Group Agent Tour
- Depending upon availability*   ♦ Feature in New England Showcase Magazine  
                                      ♦ Feature in Vermont Homes Magazine  
                                      Feature on RSN-TV Real Estate Spotlight
- Months 2-6*                   ♦ Continuing tours  
                                      ♦ MLS picture modifications for seasonal changes  
                                      ♦ Full Color 30,000 copy Mount Snow Region Real Estate Directory to be distributed throughout Southern Vermont  
                                      ♦ Possible further print advertising options in Globe, Times, Herald, and Courrant



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