



EDITOR-IN-CHIEF

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commitment, education, experience, and professionalism = RESULTS!

CARLSON REAL ESTATE / BETTER HOMES AND GARDENS
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SELLING WITH HIGH TECHNOLOGY



If you or anyone of your friends or relatives are thinking of moving, and will be selling your property, than **you will want** to work with a Realtor that uses **“state of the art technologies”** as a **major part of their marketing plan. THAT’S ME!**

Besides yard signs, newspaper ads, the Multiple Listing Service, open houses, and the real estate network, **I offer my clients more** production and results oriented, sophisticated, high tech marketing (at no extra cost) than any other Realtor in Marblehead.

When home sellers select me to market their homes, they get these high tech marketing tools that will help to sell their properties quicker, for the highest price, and with the least amount of inconvenience:

“TALKING HOUSES”

No local Realtor turns their listings into **“Talking Houses.”** I have for 2 1/2 years with outstanding results. **“Talking Houses”** are small radio transmitters on which I record a three minute presentation of my sellers’ property. The message is on a continuous loop that plays over radio waves 24 hours a day, 7 days a week. I place a **“Talking House”** sign in my sellers’ yard. The sign encourages people to tune in to the

1610 AM frequency on their car radios for information. **“Talking Houses”** work!! They create curiosity, prequalify potential buyers, and really spread the word.

VIRTUAL TOURS

A brand new technology has just been introduced, and I’m offering it to my sellers. It is called **visual tours**, and it brings a new dimension to marketing real estate. I hire, at no extra cost to my clients, a company that comes to their property, and takes four, 360 degree color video scans of, for example, the living room, kitchen, family room, and yard. The **visual tour** is just like a



movie, as the lens sweeps around the whole setting. These four video scans are then added to my listing’s other information that I’ve posted on the internet. The interest they have generated, and the prequalifying of potential buyers is measurable. If you would like to see a sample **virtual tour**, go on the internet to the URL www.carlsonre.com/homes/30340400

MY PERSONAL WEBSITE

Here I’m not referring to someone’s web**page** that is part of someone else’s (their company’s) web**site**, I’m talking about a web**site** privately designed, paid for, and owned by an individual Realtor. To my knowledge, there are only two other Realtors in Marblehead that have their own personal web**sites**.

Besides showing a Realtor’s business initiative and willingness to spend the money necessary to stay ahead of the competition, having a **personal website** puts a Realtor in the position where he/she can solely determine the content of his/her site. With varied and effective website links, a Realtor has the flexibility to tailor the information so that it best and only benefits his/her clients. It isn’t a web**page** that is one among many others located on a company’s boilerplate web**site**.

Please see for yourself. My personal web**site** is at www.jodymagee.com. Thanks for visiting it, and please call me if you need or would like any more information.

As always, I would welcome the opportunity to be of service to you, anytime.

Sincerely, Jody