



## Advertising and Marketing

Advertising and marketing are often confused in the minds of both sellers and agents. Many people believe that advertising is marketing and without it the property will not be promoted and will not sell.

In fact, advertising and in particular print advertising, only plays a small part in the promotion of a property. The quality and effort of the salespeople, the location of the office, online presence, the referral business and reputation of the office, high exposure of the office to the public, signage – all of these things play a part in marketing toward buyers 24 hours a day, seven days a week.

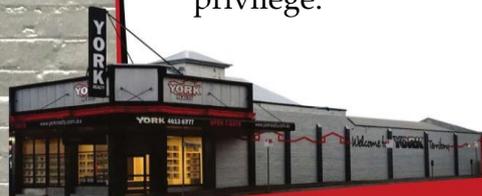
The agent's job isn't to advertise property in a newspaper. The agency's job is to find a buyer at the highest price in the shortest possible time. Print advertising is a very expensive way of promoting a property and should not be a substitute for hard work from the Agency in charge of selling it. *If an expensive ad in the paper is going to sell the house, why do you need an Agent?*

Real Estate Agents have taken to advertising with great enthusiasm since Vendor Paid Advertising was introduced years ago. This is where the sellers pay upfront to advertise their home, and the agency selected, in the newspaper. There is approximately *twenty times* more advertising done, yet the volume of sales remains the same. It is a rip off! The percentage of buyers that purchase a home they saw in the newspaper is very low – as little as 6% - yet the cost of this advertising is huge, sometimes in the tens of thousands of dollars.

Agents love this method because they get promoted for free, whether the house sells or not. This is one of the biggest complaints toward the Real Estate industry. If an agent tells you that you must pay upfront to advertise your home in the paper, there is a better way!

Some Real Estate offices will list properties far above market value, just for the opportunity to charge the seller to advertise their business, even when they know the property has little to no chance of selling. The property sits on the market and becomes a "lemon". Nobody wants to buy it because of the false promises made about a high price.

York Realty isn't against advertising; it is against offices that push Vendor Paid Advertising toward sellers to promote themselves more so than the property – and charging the sellers for the privilege.



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