***Marketing Plan:***

How we will promote your property:

Like all real estate companies, DeCola Realty offers local marking, a local website and sign in the yard, but DeCola offers a more personal touch.

Listed with Connecticut Multi Listing Service

National advertising on top- ranked and heavily trafficked real estate websites.

Yale University off Campus Living website

Personal contacts with Yale Hospital

Advertising City of New Haven Livable City Initiate

Advertising City of New Have Police and Fire departments

Public open house

Broker’s open house to generate leads

Local Media advertisements

All personal showing (no Lockbox)

Selling a house involves more than just putting a house up for sale. In order to stand out among all of the houses for sale, you need to market your house to potential buyers, make sure your home listing is appealing and eventually handle all of the necessary paperwork for selling a home.

Mark DeCola has experience in both sales and management that gives him a special understanding of the complexity of the real estate market. The past real estate markets were so different than today’s market and, almost anyone could sell real estate. Today, it’s different. The market is more complicated, laws are changing. The legal obligations of buyers and sellers are more extensive and the personal and professional touch of an agent role is more critical.