



RE/MAX[®] North Country

Crystal Falls
906-875-6331

Iron River
906-265-6133
Florence WI
715-528-6031



Marketing and Promotions

LOCAL PROMOTIONS

- The Iron County Reporter
- The Daily News
- Northeast Wisconsin & Upper Michigan Real Estate and Home Improvement Showcase
- Placemats at various local restaurants
- Ads on local radio stations including the sports game broadcasts.
- Weekly Brochures distributed at high traffic locations.
- Photo boards displaying all of our listed properties in the entry ways of both offices.
- Photo boards posted in the Fob's mall and Tall Pines Grocery.
- Additional local ads are ran in specialty advertising areas to support various activities including but not limited to Bass Fest, Fungus Fest, The UP Rodeo, Etc.
- Local Billboards in high traffic locations
- Customized information sheets on each property.

**WE ARE MEMBERS OF THE NATIONAL ASSOCIATION OF REALTORS AND THE
UPPER PENINSULA ASSOCIATION OF REALTORS AREA MULTIPLE LISTING SERVICE.**

**WE "COOPERATE" WITH ALL AREA BROKERS WHICH MEANS ANY REAL ESTATE
COMPANY CAN SELL YOUR PROPERTY THROUGH US.**

WHY RE/MAX?

We're not like the
others.

RE/MAX leads the industry in brand awareness.

Source: MMR Strategy Group study of unaided awareness.

9 out of 10 home buyers and sellers know of RE/MAX

Source: MMR Strategy Group study of total brand awareness of real estate organizations among buyers, sellers, and those planning to buy or sell.

FRANCHISE PROMOTIONS

- The RE/MAX Search Engine Marketing (SEM) and Search Engine Optimization (SEO) programs promote the remax.com website by increasing its visibility in search engine results. This means that people searching for real estate will be more likely to find remax.com in their search.
- RE/MAX banner ads run on hundreds of websites such as yahoo.com, realtor.com, trulia.com and Zillow.com, generating millions of impressions. Ads will also appear on mobile devices as 15 second online video commercials.
- RE/MAX was named best in real estate in *The Entrepreneur*.
- RE/MAX advertises on many stations of cable TV like AMC, Animal Planet, Discovery, DIY, Fox News, etc.
- RE/MAX has global connections with more than 110,000 agents in over 100 countries.

IT'S THE
BIG PICTURE

RE/MAX closes more transactions in
Iron County, the state of Michigan
and The World!

We are the local Real Estate professionals backed by the power of the
#1 real estate franchise in the world!

RE/MAX offers support and services
not available at other real estate
companies.

IT'S HIGH
CALIBER

When you list with RE/MAX you're receiving the benefit of billions of dollars of advertising that have made RE/MAX the real estate leader it is today.

SHIFT WITH THE TIMES

**More consumers visit
remax.com
than any other real estate
franchise website**

Today's buyers are shopping online, not in lines at out of area home/sport shows. We can offer you the advantage of worldwide proven sales strategies through local experienced Real Estate professionals.

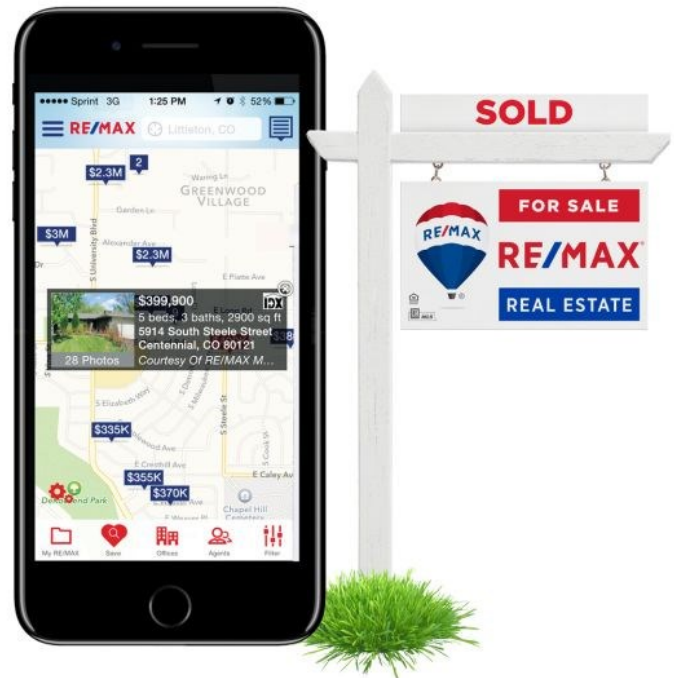
The new remax.com has been completely redesigned to make it easier than ever for buyers to find your listing!

Some of the new features to make their search easier:

- Their saved searches and saved homes are viewable across all devices.
- The latest, most accurate listing information is provided.
- Buyers can include places important to them (schools, workplace, etc.) as part of their search.



**DO MORE
WITH THE RE/MAX
MOBILE APP**



A FEW KEY FEATURES INCLUDE:

- Real-time listing info
- Interactive maps
- Instant sharing
- The ability to connect with your agent

LOCALLY..

- We post all of our listings on MULTIPLE websites including our own website ironcountyrealestate.com, Remax.com, Realtor.com, upmls.com, Zillow, Trulia and more.
- All of our brochures have a QR code which allows smart phone users to scan the code and be taken directly to our website.





BREAK THE MOLD



See why RE/MAX North Country is the right choice.

Whether it's pricing your home, negotiating a contract or navigating inspections and appraisals. RE/MAX North Country agents have the education and expertise to lead you in the right direction.

RE/MAX AGENTS ARE

dedicated

When you work with a RE/MAX agent, you're the top priority. Your goals become the agent's goals. From start to finish, your agent is committed to your unique needs and wants, guiding your transaction with energy and attention to detail.

EVERY **30** SECONDS

A RE/MAX AGENT
HELPS SOMEONE
FIND THEIR
PERFECT PLACE

RE/MAX AGENTS ARE

knowledgeable

With something as important as a home sale, you want an agent who can grasp the big picture. RE/MAX agents can help to identify problems and prepare solutions that work. This may even bring to light options you never considered.

RE/MAX AGENTS
AVERAGE

12 YEARS
IN EXPERIENCE

RE/MAX AGENTS ARE PART OF A GLOBAL

network

When you choose RE/MAX, you'll have a talented local agent and brokerage on your side, along with all the advantages of a worldwide brand. A name people know and trust and a presence in over 100 countries and territories.

OVER **110**
THOUSAND
AGENTS
WORLDWIDE

RE/MAX AGENTS BELIEVE IN

community

It's personal. Giving back is at the heart of what RE/MAX agents do. Through a long-standing relationship with Children's Miracle Network Hospitals and their support of countless other charities, RE/MAX agents show they're committed to making a difference.

OVER **\$157**
MILLION
DONATED
TO CHARITIES BY
RE/MAX AGENTS

See What People are Saying about



We have worked with Danelle on four different occasions. Her help, advice and overall service are 5 stars out of 5! The secret weapon in this office is Belle. Keeps all the details in line.

I have both purchased and sold via Danelle Dove. Her attention to detail and knowledge of the industry was impressive. All questions and concerns I had were answered very accurately and promptly. I will be referring all of my friends and family to her. Danelle is by far the best agent I have ever used and look forward to working with her in the future.

Mel is a true professional who takes pride in providing the best customer service imaginable! She was very knowledgeable, patient, honest and up front about everything! I never felt overwhelmed or pressured to do anything. She would make recommendations based on her experience and proceed as I saw fit based on her recommendations and what my goals were. In her first reply to an inquiry, she stresses the importance of finding a realtor that you can trust and work with. I will be utilizing her expertise and experience for any and all real estate purchases from here on out!

Jeff is quick to respond and knows his stuff. We have bought 2 houses from him and will do business with him in the future. He's very helpful and knowledgeable of contacts and the area.

Sharon Polich was able to help me sell my parent's vacation cabin in just a few months. She was very familiar with the local real estate market and economy. She was always available to answer questions and give advice. I felt completely comfortable selling this property with Sharon's guidance. She is a caring individual who helped to find a buyer who would appreciate the property as much as my family did.

Pam was wonderful to work with. She's courteous and kind, and answers every question in a timely and knowledgeable manner. If she doesn't know something she will figure out the answer. She's upfront and honest and I will work with her from now until she retires!

Ken West was the realtor that my family used to sell both a home and lake property. In both cases, Ken was completely thorough in his work, providing a well-prepared analysis of the local markets, similar properties for sale or recently sold, and offering guidance in where to set the asking price for the property. Both the home and property had multiple owners. His work was made more difficult in that the owners of the properties do not all live in his local area. He provided timely updates and did an excellent job of circulating all the required documentation for signature to the owners regardless of where they lived. The closings went off without a hitch.



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HOME TO HARDWORKING AGENTS



Danelle

906-367-6331



Jeff

906-367-9422



Sharon

906-367-7093



Pamela

906-284-9429



Melanie

906-367-2258



Amy

414-426-2026



Darren

906-284-2055



Sandy

715-616-1136

RESULTS MATTER.....

Nobody Sells More Real Estate Than RE/MAX!