

MARKETING DEPARTMENT

Quick Start Guide:

1. You will be assigned your e-mail address and Virtual Office password from Office Manager with a tutorial on how to access and use the Virtual Office.

2. As soon as your email is established the marketing department will set up your dropbox folder. You will receive an email with a dropbox link. Follow the instructions and log in with your HH email. This will be your working folder for the photographers to place your headshot and any listing images they take in the future.

3. You will need a professional headshot. If you do not have a professional headshot choose one of the photographers listed on the virtual office to schedule. If you already have a headshot, you can place it in your assigned dropbox folder and email kimpalumbo@howardhanna.com to let her know it is ready.

4. Once your headshot is received, business cards will be set up. The first order of 250 cards will be paid for by the office. You will receive a proof before the order is placed. Your proof will be placed in your dropbox folder to help make sure you can navigate the dropbox system. Cards take approx 7 business days after approval.

5. Next you need to write your bio. **This is very important** so we can announce you as a new agent and set up your marketing proposals. Upload bio on the virtual office or submit with your marketing proposal request as explained in #6.

6. Now that your bio is ready, log into the Virtual Office & choose Marketing Forms then choose Marketing Proposal. Go ahead & fill out the basic info here so we can get you set up in the system. For the first one, in the Property Address box, just put NEW AGENT. If you did not submit bio yet, do it here.

How to market your new listing!

Now that you have a listing, let's discuss all that needs to be done from a marketing standpoint and find out how your listing gets exposure. Several tools are used.

- Submit your listing through dotloop
- Once received the office will process and you will receive an email with a link. Check all the info on this link to make sure there are no errors. It is VERY important you have proofed this info because as the listing agent it is YOUR responsibility. This information is about to be duplicated over & over again in the marketing of the listing so a typo, price error, etc. will be an error everywhere. If you find an error on the listing you need to submit a virtual office change form immediately.
- New listings then appear on our New Listings page on morgantownrealestate.com based off the info in the link you were sent.

What happens to your listing next?

Once this listing is entered into the MLS, the marketing department is sent the information from the office in a daily report. This automatically activates the listing into the **marketing database** it does not require you to do anything.

Important information to understand: the MLS & the database are not connected but the database can pull info after an MLS number is assigned. This is why all steps must be followed at all times to keep the info as accurate as possible.

All new listings run

- in the Dominion Post,
- in the Hanna Advantage publication where it will remain until it is officially closed.

Most new listings run the same week they are listed. The week ends on **Tuesdays at 5pm**. If there are too many open houses a new listing may not run until the next week.

The Dominion Post ad:

VERY IMPORTANT INFORMATION

In order to understand how the Dominion Post ad is managed keep these things in mind:

- **Final cut-off for Sunday ad is 3pm Tues.**
- **If you list or submit changes after this, they may go to the next week.**
- **Reduced, pending or sold MAY be tagged in the line ad after the cut off.**

We have two ways we put listings in the DP. We have our feature boxes and our line ad. All changes are made to the line ad portion as they come in but the box ads are handled as described below:

Open Houses

OUR 1ST PRIORITY will always be to feature open houses. If you want to **guarantee** your client that a property will be in the DP on a certain date, the **ONLY** way is to schedule an open house.

Must be submitted in the Virtual Office by 5pm on the Tuesday before the Sunday it is open.

Open House Virtual Office Form:

When you submit this form your open house **WILL POST INSTANTLY** at morgantownrealestate.com. This info is used for the Sunday DP & the Open House Apps so **THIS INFO MUST BE ACCURATE. Do not place any info on this form that you do not want to show up on the website.** After you submit go to Morgantownrealestate.com and view the open house. If you find a mistake you **MUST** submit an Open House Correction Form.

Open House Correction Form:

Corrections are made manually and do not show up instantly. This form is used when a correction must be made to an open house that has already been submitted. If you realize a correction or cancellation needs made after Wednesday morning at 9am, you need to submit this form and send an email to kimpalumbo@howardhanna.com.

Open Houses cannot be canceled after the Thursday proof deadline. It is recommended you discuss with your client prior to scheduling, if the listing goes under contract, you will still be committed to the open house.

2ND PRIORITY is **NEW** listings. If we have too many opens or a lot of new listings & you do not see your listing, it may still be in the rotation & should make it the 2nd week. If by the 2nd week it still does not appear, send an email to kimpalumbo@howardhanna.com for status update.

3RD PRIORITY is **REDUCED** listings. If we have too many opens or a lot of new listings & you do not see your reduced listing, it may still be in the rotation. If by the 2nd week it still does not appear, and you are seeing features in the ad, email kimpalumbo@howardhanna.com. **Remember OPEN HOUSES are the only way to guarantee a listing will run in the DP by a certain date.**

Features

When space permits, we run FEATURE ADS for agents **at no charge**. This is a way for you to help your listing get the most exposure possible. Once we fit all the open houses, new & reduced listings, if space permits we will then put features.

Agents must submit features on the virtual office. Enter the Virtual Office, go to Marketing Forms & choose Features Form. You can submit your listing here for:

- Dominion Post Feature
- Dominion Post Header

Features run in the order they are received as space allows. Please **DO NOT** re-submit until after you have seen your listing run.

BILLBOARD FEATURES run on the digital board on the mileground across from Exotic Jungle. We change the billboards every couple weeks. You can submit a billboard request on the virtual office for your listing or we offer a self promo option.

Sunday Dominion Post Ad Schedule:

1. Cut off for Office Manager to get properties entered for the ad is Tuesday at 3pm. (don't wait too late, it takes time to enter)
2. The ad proof is posted on the virtual office on Wednesday. An email is sent to agents to let them know it is ready for proofing.
3. 3pm on Thursday is the deadline for corrections

Hanna ADVANTAGE

Housing Magazine

Hanna Advantage Publication

- Our in-house publication is the only Housing publication in the state and is not offered by any other local agency
- Every property is listed until it is sold, making this your #1 reason you should get every listing you present a proposal for.
- Distributed at over 150+ locations in a five county area
- We distribute between 3500 and 4500 every month
- Your clients can have their home featured on the cover - see virtual office for pricing
- Agents can buy affordable advertising in the book - see virtual office - *Featuring yourself or your listings gives an opportunity to highlight additional features or photographs*
- Agents can get FREE advertising by getting local businesses to advertise in the publication - email kimpalumbo@howardhanna.com for more info and a flyer to send to prospective businesses
- All New agents get one **FREE** half page ad to self promote or feature a listing - submit on virtual office and mention new agent
- Agents are encouraged to take 50 books each month & distribute them to places they frequent or do business. Please send an email to kimpalumbo@howardhanna.com if you have locations you leave books on a regular basis that are not on our distribution list (updated on virtual office).

Hanna Advantage Label Form

These are approved to put on the cover of the Hanna Advantage publications you distribute. When someone picks one up they know who to contact! You can order these on the virtual office.

The link to sign up for ads in the Hanna Advantage magazine is found on the virtual office.

High-end Listings

Howard Hanna offers special Luxury Home designations and agents can become a specialist in order to market these homes. Because there are also homes that are high-end type listings but that do not always fit the Luxury designation set forth by Howard Hanna we also provide two websites to feature our high-end listings.

Agents should fill out the form on the virtual office for any home listed over \$850,000. <https://www.morgantownrealestate.com/v/luxury-listings-form/> Once entered marketing will receive the notification and will place listings on our two luxury sites morgantownluxuryhomes.com and/or cheatlakeluxuryhomes.com. If you have a listing in this price range but it is mainly priced as such for the land and the home itself is not where the value is, it may not be a good fit for these sites.

The form will ask you to choose Morgantown, Cheat Lake or Other for location. Cheat Lake and other may also be placed on the Morgantown site and Cheat Lake or areas near Cheat Lake will be placed on that site

Agents interested in learning more about Howard Hanna Luxury Homes designation should talk with Barbara about this opportunity.

Cheat Lake Magazine

We currently provide a Real Estate Resource Section in STROLL the Cheat Lake Magazine distributed to households in the Cheat Lake area. This is an additional advertising opportunity for our agents.

We create a two page ad each month in order to showcase agents and/or listings along with listing the sold properties for the previous month.

Each agent interested commits for a full year and pays per month. The agents info is in the ad each month and once a year each agent gets a highlight partial page ad. This partial cost the agent a little more for that particular month but all other months the price remains the same. If you are interested or want to know about pricing inquire to kimpalumbo@howardhanna.com

Additional Products to help market your listing.

Agents can use a variety of tools to help market a product. Some agents send out new listing postcards, create brochures, make special signage to highlight features, etc.

Brochure/Flyer Forms:

Basic Flyers can be created on gohanna.com with the instructions found on the virtual office. If you need something more complex please use the Job Request form.

Job Request Form:

This form is used when a request can not be included on any of the other forms. Please, DO NOT phone in requests, no matter how small they may be. Please include all information in the online form. An example would be separate publication ads.

Sign Form

Being an agent with Howard Hanna you get a discounted rate on signs by Menus Plus. To order signs go to the Virtual Office, choose Marketing Forms, Sign Order Form.

You may want riders, personalized directionals or customized open house signs. Once you fill out the form a proof will be sent to you with a quote if it is not a standard that already has the price listed.

There is a space that says * Payment is the responsibility of Agent or Howard Hanna (must have Barbara's approval to proceed). If the sign is being paid for in part by the Broker, you should have this discussion with her in advance, otherwise choose agent responsibility & you will be invoiced when your sign is ready.

If you are responsible for payment you will pay Menus Plus directly from the invoice provided unless other arrangements are made for Joyce to take it out of your monthly statement.

**DO NOT PHONE IN ORDERS.
AN ACTUAL ORDER FORM MUST
COME FROM THE VIRTUAL OFFICE.**

Logo Use:

Any product created to represent you as an agent with Howard Hanna must include all the info in the logo below and it must indicate that you are a Sales Associate.



**Premier Properties
By Barbara Alexander**

Barbara Alexander, Broker

304-594-0115

2800 Cranberry Sq., Morgantown, WV 26508

This logo and other formats can be found on the virtual office under files. If you use any of the other formats you must be sure to include the office phone number and address.

Web address:

Morgantownrealestate.com

Virtual office:

There is a link on the bottom left corner of
Morgantownrealestate.com website.

morgantownrealestate.com/v/login/

Marketing Coordinator:

Kim Palumbo

E-mail:

kimpalumbo@howardhanna.com

Phone:

304-594-0115 ext 324

or

Menus Plus line:

304-598-5972