

Paul Merk / Castle Rock Realty Marketing Plan

I am proud to provide a very diverse and proven to be effective marketing plan while remaining an excellent value. I am confident that no other agent in any office will offer a greater menu of marketing tools or the consistent track record of success that I and Castle Rock Realty have to offer.

Compare my Standard 7% marketing package to any other offices Silver or Gold packages at up to 15%.

My Standard marketing package includes:

- Exposure on hundreds of MLS websites
- Featured Listings on specific lake property websites including:
 - www.buycastlerocklake.com / www.castlerocklake4sale.com
 - www.buypetenwelllake.com / www.petenwelllake4sale.com
 - www.lakehouse.com / www.lakehomesusa.com
- Aerial Photography
- Video Virtual Tours
- Personal representation of your property at the Lake Home & Cabin Shows in Chicago & Madison
- Featured color ads in the Wisconsin Lakes Guide
- Custom color flyers for your property
- Reflag your lot corners if existing markers are in place. (This does not include surveying if needed.)
- Direct email marketing to thousands of potential lake property buyers.

Castle Rock Realty has been # 1 in real estate sales in our market area for more than 20 years. We attribute our success to strong knowledge of our marketing area and the current market conditions, a commitment to always think outside the box to lead the way in marketing, and always striving to exceed our client's expectations.

I encourage you to compare my marketing plan with those of any office, anywhere for properties related to Castle Rock and Petenwell Lakes.

Thank you for your consideration. I would welcome the opportunity to market your property.

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