**Real Estate Marketing Plan**

**Marketing Vision**

Titicus Realtors seeks to make first-time home buyers comfortable, happy, and worry-free both during the home buying process and even after their closings. By doing this, Titicus hopes to build a reputation as THE real estate agent in southern Connecticut for first-time home buyers, effectively eliminating competition within their market.

This marketing plan details the current and new marketing programs and practices of Titicus Realtors which will lead to establishing and consolidating this reputation.

**Goals**

Titicus Realtors will pursue the following specific goals:

Personal Goals for Earl Estates, owner of Titicus Realtors:

Hire an additional agent before workload cuts into time necessary for marketing and company direction

20 invitations to area speaking engagements in 2012

**Business Goals:**

Exceed $1 million in revenue in 2010, $1.3 million in 2011, $1.7 million in 2012

Exceed 900 leads in 2012

**Strategic Goals**

Be ranked in the top 5 real estate agencies for first-time home buyers in Fairfield County by Fairfield Homes Magazine

Achieve 100% customer satisfaction

**Tactical Goals**

Customer testimonials of at least three sentences written by 75% of successful home buyers

Increase number of agents employed by Titicus Realtors to four by the end of 2012

**Purpose**

Titicus Realtors seeks to make the process of buying a first home a relief for clients, offering them such great service that all of their fears associated with the process will disappear. Through this, Titicus Realtors hopes to make home ownership, and the financial, emotional, and psychological value that comes with it, happen for as many people as possible. Ideally, the ideas and process of how customers are treated at Titicus will be shared with similarly-minded real estate agents in other towns and states so that the reach of the company's impact goes well beyond its locale.

**Picture**

A couple signing up with Titicus Realtors will find themselves surprised from their first interaction about the level of care and thoroughness. Through simple language and some probing questions, the real estate agent will unearth the couple's desires for their home as well as their fears. The Titicus agent seems to have seen it all before, yet does not come off as cocky or dismissive of these fears - such as the couple's fear of being taken advantage of, of buying more home than they can afford, of learning about issues with the home only after the closing, or of spending more than they should. On the contrary, the Titicus agent will provide information and assistance that shows the couple from the start that there is no need to be exceedingly anxious through this process. That anxiety will slip away as the couple's trust for their agent builds and it will be replaced by a feeling of excitement and adventure as the couple starts to see each home as a possibility.

**Gap Dashboard**

The Gap Dashboard represents the quantification of the key personal, business, strategic and tactical goals for Titicus Realtors. The results in all of these areas will be tabulated once a month based on the accumulation of the week's key marketing metrics as well as other items which are not tracked by the company's systems (such as the personal goals). Furthermore, rating by Fairfield Homes occurs on an annual basis only and will be entered when the ratings are released. Earl Estates is responsible for accumulating the data to check against the goals each month. He will note gaps and decide whether original goals were too lofty or whether the shortfalls were within the control of Titicus Realtors.

**Ideal Customer**

The ideal customer for Titicus Realtors is a young couple (let's call them the Smiths). The Smiths have been renting a home in New York City, but now seek to move to the suburbs, although within commuting distance of New York. They have a one-year-old child and would like to live in an area with the best possible public school system and a comfortable environment, similar to the small towns they grew up in. The Smiths are not familiar with Ridgefield, Connecticut, beyond what they have read on their own and having driven through a few times. They desire help not just with finding a home that meets all of their needs, but also advice from someone who knows the entire town and the ins and outs of moving in. Furthermore, this is the first home the Smiths will buy and they are a bit out to sea on all of the implications and legal hurdles. Although they are well-read on the subject, most of what they read suggests that they find a real estate agent who they feel they can trust, especially if the agent may be working under dual agency. Therefore, trustworthiness, knowledge, and experience are the key elements the Smiths look for in a real estate agent.

**Market Description**

The ideal customer market for Titicus Realtors has the following characteristics:

**Living in NYC**

Interested in living in southern Connecticut

Generally aged 30 - 45 years old

Household income of at least $125,000 annually

Generally a married couple with or expecting at least one child

Interested in living in a beautiful place (home, neighborhood, and town)

Feel there is a "right" home for them and that they should not have to "settle" for anything less

**Remarkable Difference**

Titicus Realtors is THE real estate agency for first-time home buyers in Ridgefield, Connecticut. While second home or retirement home buyers may feel they should look elsewhere, first-time home buyers quickly understand that Titicus focuses specifically on their needs and has the experience to make them comfortable with the entire process and even the prospect of moving to a new town.

**Differentiators**

Titicus Realtors differentiates itself through its focus on the specific market niche: first-time home buyers looking for a suburban Connecticut residence within commuting distance of NYC. Titicus seeks to represent only individuals and couples buying their first home, although others will not be turned away.

To this end, Titicus takes a decidedly "non-slick" approach by holding careful and thoughtful sessions with clients to answer all of their questions, as well as general information sessions and seminars for prospective clients. Titicus publishes a "how to buy your first home" guide on their website with the best information from the web along with their own advice. Titicus seeks to align all of their activities with serving this market niche.

**Core Strategy**

Titicus Realtors will position itself as experts on shepherding first-time home buyers comfortably through the process of buying a home they like and can afford.

These measurable results will show Titicus that it is achieving its goals over the next three years:

Increase in qualified leads (first-time home buyers) by 50% in 2010 over 2009 and 20% in the following years

Decrease in non-qualified leads to under 5% of total leads

Conversion of qualified leads to clients increasing to 30%

Decrease of client switching to other real estate agents to under 10%

Increase in percentage of clients that successfully buy a home within one year of inquiry to 75%

Customer testimonials of at least three sentences written by 75% of successful home buyers