

FRESH New Listing - Teaser Campaigns

Before you suggest this service to a client, or request a teaser campaign from Client & Associate care, please consider: Is this property highly sought-after? In a building or location where listings are sold almost immediately? Is there something about this home that is unique? Is it priced incredibly well and won't last? Does it belong to, or was it designed by someone famous or high profile?

PLEASE PROVIDE:

email client care with subject: 'Teaser Campaign - Client Name'

1) Sufficient Notice: These campaigns take several hours to prepare and we must schedule our administrative time accordingly. In order to be effective these campaigns should be SENT a *minimum* of 10 days (we prefer 14 days) of prior to the date that showings begin. The listing should be loaded on MLX 4-6 days prior with comments that indicate when showings will begin or launch open house is in both the public and private remarks.

2) Price: While this will not appear in the campaign, its IS required for the link on our website.

3) Photos & Vtours: Please ensure that these are loaded on the CLIENTS profile of the collab site. Please ensure that the property address and community appear there as well (&/or are contained in the email with teaser info)

4) Photo: The most 'wow' photo you received, or the photo that showcases the most unique feature of the property.

5) Listing Tag-Line: This should capture readers attention & make them want to know more.

6) Listing Description: Can be as long as you like. Tell the reader why this property is unique, sought-after or won't last.

7) Date(s): Date of 'launch' open house &/or date that showings will begin.

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FRESH
REAL ESTATE

Coming Soon!



A rare opportunity at Calgary's must-have address; Castello

Don't miss this prime unit at the highly sought-after Castello Tower. This luxurious two bedroom two bathroom 1,237 square foot condo is truly one of a kind. Originally built for the President of the development company this home boasts upgrades not found anywhere else in the building. Showings will begin on October 18th, 2011. Click [here](#) for more details, photos and virtual tours.