



TCT Real Estate Announces New Marketing Tool For Phoenix Home Sellers

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TCT Real Estate announces new marketing tool for Phoenix home sellers. This new tool is designed as a permanent flyer showcasing the property photos and details, and is displayed on the for sale sign in front of the home. "We wanted to create a commercially printed marketing board that promoted the best features of the home for sale, and provided buyers a sneak peek inside the home using professional high quality photos," said Doug Young, Designated Broker. The perma-flyer is commercially printed and is digitally printed on a exterior signage material for durability and quality.

Another added benefit from this permanent home flyer is that it provides an easy way for interested Phoenix home buyers to get information on the property. In addition to the listing agents contact information, they provide a text code, a property web site address and a scanable QR code. "We want to not only provide as much information as possible to the home buyer, but make it as easy as possible for them to get it," says Doug Young.

Once a potential home buyer either scans the QR code or texts for more info, they are provided a link to the mobile optimized property website for the home. This responsive web site makes it extremely easy for the customer to navigate photos, the virtual tour and learn more about the property and community. This new seller marketing tool should be an even more effective way to provide buyers access to home information, and is only one of many out of the box marketing ideas that are being leveraged by TCT Real Estate.

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