

## **Key4me.com Audio Tours... 24/7 Advertising!**

**Your Own Toll-Free #** - I'll put a real estate yard sign (or brochure when not allowed) with a toll-free phone number that can be dialed by prospective buyers 24/7, allowing them to hear a professionally recorded audio tour about your home! This audio tour can convey more information about your home than what can fit in a print-ad and it can be presented more professionally as well.

**The Audio Tour** - The Audio Tour eliminates lost selling opportunities on your home due to after-hour callers, "shy prospects" or buyers who wish not to talk to me until more information can be gathered about your home. Statistics show that more calls will come in from audio tour signs than a conventional sign alone. Buyers love audio tours because it gives them a better means to shop without feeling pressured.

**Interested Prospects** - My phone software's auto-attendant listens for all your incoming audio tour calls on your home. If a prospective buyer is interested in your home, they can immediately transfer to one of my phones after the audio tour is finished (calls are made simultaneously so our buyer is not kept on hold too long).



The caller's name, their address, the date & time they called, the type of phone they used (land-line or cell) and even the number of times the caller listened to your audio tour are all captured and logged for me. This information helps me research our prospects and allows us time to prepare your home for viewing.

**Pre-qualification** - I work with MortgageBarb.com's buyer qualification team to determine if a potential buyer has the means to purchase your home before allowing them to view it.

**Tools of the Trade** - There's many, but audio tours can make the difference between selling and NOT selling your home!