

# MAXIMIZING EXPOSURE

Future buyers are on the web looking. Between Baird & Warner's award-winning website and our personally branded Bill White Homes website we hope to capture your perfect buyer. Our collection of interactive tools gives sellers a powerful edge in a highly competitive market — and buyers a singular resource for up-to-the-minute information.

Our team of online experts continuously strives to ensure optimal promotion for our listings on the ever-evolving Internet. The moment a home is listed with Baird & Warner it is distributed to hundreds of local, regional, national, and international websites and real estate brokers. This exposes our sellers' homes to the broadest possible audience of prospective buyers.

The days when selling your home meant putting a sign in the yard and an ad in the newspaper are long over. Today, effective selling demands a full-blown marketing process involving strategic planning, broad exposure through interactive advertising, expert merchandising and much more.

That's precisely what you'll receive from Baird & Warner & Bill White Homes. We create awareness of properties for sale on a local, regional, national and, if necessary, international basis.

We are exceptionally well equipped for the task, with tools ranging from traditional advertising and promotional vehicles to powerful networking relationships with top real estate brokers across the country.

What makes it all work for you are real estate professionals who listens to and understands your objectives, provides valuation expertise, and tailors a tech-savvy marketing strategy to suit the unique aspects of your property.