



# Gainesville-Alachua County Association of REALTORS<sup>®</sup>, Inc.

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January 29, 2010

Dear Member,

We are gearing up for the "Home\$ale Extravaganza" event to be held on March 20-21 and 27-28, 2010. This is an Association-wide open house event. The program will be **NEW & IMPROVED** from last year's "Open Door Home Sale". See the exciting information about the event below.

This is an overview of the event:



- **TITLE:** Home\$ale Extravaganza
- **DATES:** March 20-21 & 27-28, 2010
- **TIME:** 1-5 pm (every home must be open during these hours)
- **WEBSITE:** [www.HomeSaleExtravaganza.com](http://www.HomeSaleExtravaganza.com). The website will go live on January 18<sup>th</sup>. Any homes submitted prior to that date will go live with the site. Properties will be added daily thru the March 5<sup>th</sup> deadline. That means the earlier you submit your property, the more exposure it will get!  
*New this year:* Each participating firm will have their own web page on the site (AT NO ADDITIONAL COST) with your contact information and a link to your firm's website!
- **MARKETING:** We are working with the Gainesville Sun to market the event through their web site and in the paper. They are also developing a website specifically for the event. Yahoo.com, Gainesville Magazine and Cox cable will also be used to get the word out. We will also have a "Post It" on the front page of the Gainesville Sun the week prior to the first weekend of the event.
- **TABLOID:** We will have a stand-alone tabloid section with **each listing being featured on an 1/8 page** complete with a picture and details of the home.
- **INCENTIVES:** We have eliminated the mandatory incentives. Brokers are free to offer any incentives they feel may be beneficial.
- **COST:** \$200 for one weekend; \$300 for both weekends (for the same home or two different homes)
- **DEADLINE:** Entry Fee(s) and Form(s) will be due by March 5, 2010. **SORRY, NO EXCEPTIONS.**
- **SIGNS:** This year two event signs are included in the cost. Additional signs may be purchased.
- **REMARKS:** Public Remarks will be pulled from MLS for display on the website
- **BUDGET:** The intent of this program is to be a benefit to the members. (It would be wonderful if in some small way it helps stimulate the local real estate market as well.) Our goal is to break-even.
- **NEW HOMES:** Builders, represented by Realtors, will be allowed to participate.

Call Lisa Gurske at 352-332-8850 for more information.

Sincerely,

Joyce Dorval  
President