



Gainesville-Alachua County Association of REALTORS[®], 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. The website will go live on January 18th. Any homes submitted prior to that date will go live with the site. Properties will be added daily thru the March 5th 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