

Real Estate Sales Program Features



Realtors at Spectrum Realty, LLC of Alabama have a comprehensive and broad range of experience and talent. Our agents specialize in the high-end residential and condominium resort markets. They stand ready to serve the needs of all owners with the highest and best promotion of their property.

On-Site Services

- We are members of the Baldwin County Association of REALTORS, Alabama Association of Realtors and National Association of REALTORS.
- Beach Club Agents consistently maintain the highest attainable sales prices for Sellers in an ever-changing market.
- We offer Home Warranty Packages.
- We have a database of over 25,000 prospective customers who have visited The Beach Club.



Marketing and Promotion

- Rental and sales operations are featured in all Beach Club brochures, marketing information, advertising and media releases; a comprehensive magazine advertising and promotion program, including:

Magazines

Town & Country • Modern Luxury (Atlanta, Jezebel, Dallas & CS) • Texas Monthly Wall Street Journal (Retreats Magazine, Chicago Magazine, Distinctive Properties & Estates, WSJ Magazine, WSJ Display Advertising) • Garden & Gun • VIP Jackson Atlanta Magazine • Birmingham Magazine • Nashville Lifestyles • Portico Jackson New Orleans Magazine • Memphis Magazine • Mississippi Magazine

Newspapers

Compass Media Newspaper Inserts (AL, AR, FL, GA, KY, LA, MS, SC, TN & TX) America's Best Vacation Newspaper Insert (AL, GA, KY, MS, NC, SC, TN & VA) Baton Rouge Advocate • Birmingham News • Huntsville Times • The Clarion Ledger USA Weekend

Radio

Clear Channel (Jackson, Baton Rouge & New Orleans) • Jackson Additional Radio

- Multiple mail campaigns to regional metropolitan areas.
- Brochure and information package featuring only The Beach Club.
- Public relations and media programs that address the strengths of The Beach Club resort village and its competitive advantage over typical Gulf Coast condominiums.
- Participation in the local REALTOR Multiple Listing System. Outside Broker participation is encouraged.
- Members of the Alabama Gulf Coast Chamber of Commerce.
- A comprehensive website (www.spectrumrealtyal.com) with floor plans, 24-hour Interactive Rental Reservations and e-mail access.
- Access to Beach Club rental guests, owners and owners' guests through Property Information Channels and Retail Outlets.



Competitive Fee Structures

- Complete real estate sales services and staffing on The Beach Club property; competitive prices when compared to typical real estate sales companies.
- No up-front fees. We get paid when we produce, with all commissions payable only when property is sold and closed.

