

Market Advantage Site Map

The screenshot displays the Market Advantage website interface within a Microsoft Internet Explorer browser window. The browser's address bar shows the URL <http://v2.sharperagent.com>. The website header includes the "Market Advantage" logo and the "GMAC Real Estate" logo. A navigation menu on the left lists various tools and services, with "Marketing Materials" highlighted. The main content area is titled "Step by Step" and prompts the user to "Choose your marketing piece category." A list of marketing materials is shown, including "Distressed Property Promo", "Tax Credit Promo", "Tax Credit Promo #2", "Investor Campaign", "Sales/Partner Essentials", "Premier Service", "Sphere Communication", and "Farm Prospecting". An orange arrow points from the "Tax Credit Promo #2" button to the text "FTHB Lead Generation Campaign". Below this list, a "Filing Cabinet" section is visible, with an orange arrow pointing to a list of items: "How To ... Direct Mail First-Time Homebuyers Lead Generation", "Newspapers ads - 3 sizes", "Postcard Campaign - 4 cards", "Poster", and "Consumer Information Flyer". The browser's taskbar at the bottom shows several open applications, including "Inbox - Microsoft Out...", "GMAC Members - Ho...", "C:\Documents and S...", "Site Map.pub - Micro...", "GMAC Login - Micro...", and "http://v2.sharpera...". The system clock indicates the time is 10:15 AM.

A Guide to What's In
Marketing Materials and Where.

Market Advantage Marketing Materials

Distressed Property Promo

Investors

- How to market to investors
- Realtor card
- Just Listed Card
- Open House Invite Card
- Price Reduced Card
- Property flyer

First Time Homebuyers

- How to market to first-time homebuyers
- Realtor card
- Just Listed Card
- Open House Invite Card
- Price Reduced Card
- Property flyer

Tax Credit Promo

Sphere of Influence

- Agent Card #1
- Agent Card #2
- Company Card #1
- Company Card #2
- Consumer Info flyer

Lead Generation Action Plan

- Postcard Campaign – 5 cards
- Newspaper Ads – 3 sizes
- Lead Generation Poster
- Lead Generation flyer

Seminar Action Plan

- Postcard Campaign – 6 cards
- Newspaper Ads – 3 sizes
- Seminar Poster
- Seminar flyer

Tax Credit Promo #2

FTHB Lead Generation Campaign

- How To ... Direct Mail First-Time Homebuyers Lead Generation
- Newspapers ads – 3 sizes
- Postcard Campaign – 4 cards
- Poster
- Consumer Information Flyer

FTHB Seminar Campaign

- How To ... Public Seminar for First-Time Homebuyers
- Newspapers ads – 3 sizes
- Postcard Campaign – 5 cards
- Poster
- Seminar Information Flyer

FTHB SOI Referral Campaign
How To... Direct Mail or Email Campaign for Referrals from Sphere of Influence
Postcard Campaign – 5 cards
Consumer Information Flyer

Investor Campaign

Tenured Series
How To...
Postcard campaign – 3 cards

Potential Series
How To...
Postcard campaign – 3 cards

Affinity Series
How To...
Postcard campaign - 3 cards

Sales Partner Essentials

Business cards – 9 designs

Note Cards – 2 designs

Thank You Cards – 1 design

Brookfield Ownership Flyer – 2 designs

Agent Brochures
Email and Print – 2 designs
6 Panel – 2 designs

Awards (Buyer and Seller Presentation materials) – 12 designs

Premier Service

Consumer Brochure
6 Panel Consumer brochure
Self Promotion flyers – 8 designs

Buyer Presentation- available through Darwill and GMACMembers.com

Needs Analysis—4 page document

Seller Presentation – available through Darwill and GMACMembers.com

Marketing Analysis—4 page document

Reminder cards
Survey Reminder card
Announcement card
Greeting card
Thank You card

Sphere Communication

OBTW Referrals – 3 cards

Marketing

Calendars

Annual – 5 designs

Quarterly – 4 designs

Monthly – 12 designs

Gorilla Marketing

Individual – 12 cards

Team – 12 cards

Home and Garden

Home Care Tips

Series 1 – 12 cards

Series 2 – Coming Soon

Gardening Tips

Series 1 – 6 cards

Series 2 – Coming Soon

Interior Design – 12 cards

Household Hints – 12 cards

Landscaping Tips – 12 cards

Green Living – 18 cards

Home Staging – 6 cards

Informational – 17 subjects

Local – 301 cards

Pet Lovers – 12 cards

Post-Closing Follow Up

Purchase Anniversary

Series 1 – 6 cards

Series 2 – Coming Soon

Birthday – 5 Cards

Recipe Cards

Pre-Built

Series 1 – 25 cards

Series 2

4 up Regular – 6 cards

2 up Jumbo – 10 cards

Series 3 – 12 cards

Real Estate and Finance – 25 Cards

Seasonal

January—7 cards
February—12 cards
March—6 cards
April—2 cards
May—4 cards
June—6 cards
July—3 cards
August—3 cards
September—3 cards
October—4 cards
November—6 cards
December—9 cards

Wine Enthusiast – 12 cards

Upload Your Own – 5 sizes

Calendars – 21 designs

Sports Schedules

Pro Baseball – 30 schedules
Build Your Own – 12 designs

Greeting Cards (Print)

Real Estate

Purchase Anniversary – 5 cards
Referrals – 8 cards

Everyday

Anniversary – 3 cards
Birthday – 6 cards
Congratulations – 3 cards
Encouragement – 3 cards
Get Well – 3 cards
Good Luck – 5 cards
I'm Sorry – 3 cards
Invitation – 23 cards
Just a Reminder – 3 cards
Keeping In Touch – 3 cards
New Baby – 3 cards
Thank You – 12 cards

Holiday

New Year – 7 cards
Martin Luther King, Jr. Day – 1 card
Black History Month – 1 card
Groundhog Day – 2 cards
Valentine's Day – 8 cards
Mardi Gras – 3 cards
Women's History Month – 2 cards
St. Patrick's Day – 3 cards
Passover – 2 cards
April Fools – 2 cards
Easter – 6 cards

Mother's Day – 5 cards
Memorial Day – 4 cards
Father's Day – 4 cards
4th of July – 3 cards
Ramadan – 2 cards
Labor Day – 3 cards
Columbus Day – 2 cards
Halloween – 4 cards
Veteran's Day – 4 cards
Thanksgiving – 5 cards
Happy Holidays – 7 cards
Hanukkah – 17 cards
Christmas – 16 cards
Boxing Day – 4 cards
Kwanzaa – 1 card
Canadian – 8 cards

Newsletters

Pre-Built – 52 subjects
Build Your Own – Coming Soon

Folded Greeting Cards

Real Estate

Purchase Anniversary
Standard – 5 cards
Mini – 5 cards
Referrals
Standard – 5 cards
Mini – 5 cards

Everyday

Anniversary
Standard – 3 cards
Mini – 3 cards
Birthday
Standard – 7 cards
Mini – 5 cards
Congratulations
Standard – 3 cards
Mini – 0 cards
Encouragement
Standard – 2 cards
Mini – 0 cards
Get Well
Standard – 3 cards
Mini – 0 cards
Good Luck
Standard – 3 cards
Mini – 3 cards
I'm Sorry (Sympathy)
Standard – 0 cards
Mini – 3 cards
Invitation
Standard – 21 cards
Mini – 23 cards

Just a Reminder
Standard – 4 cards
Mini – 4 cards
Keep In Touch
Standard – 3 cards
Mini – 3 cards
New Baby
Standard – 3 cards
Mini – 3 cards
Thank You
Standard – 16 cards
Mini – 17 cards

Holiday

New Year
Standard – 6 cards
Mini – 6 cards
Martin Luther King, Jr. Day
Standard – 2 cards
Mini – 2 cards
Groundhog Day
Standard – 3 cards
Mini – 3 cards
Valentine's Day
Standard – 4 cards
Mini – 5 cards
Mardi Gras
Standard – 3 cards
Mini – 2 cards
Women's History Month
Standard – 2 cards
Mini – 2 cards
St. Patrick's Day
Standard – 4 cards
Mini – 4 cards
Passover
Standard – 2 cards
Mini – 2 cards
April Fools
Standard – 2 cards
Mini – 1 cards
Easter
Standard – 6 cards
Mini – 5 cards
Mother's Day
Standard – 4 cards
Mini – 4 cards
Memorial Day
Standard – 4 cards
Mini – 4 cards
Father's Day
Standard – 4 cards
Mini – 4 cards
4th of July
Standard – 3 cards
Mini – 3 cards

Ramadan
Standard – 2 cards
Mini – 2 cards
Labor Day
Standard – 3 cards
Mini – 3 cards
Columbus Day
Standard – 2 cards
Mini – 2 cards
Halloween
Standard – 4 cards
Mini – 4 cards
Veteran's Day
Standard – 3 cards
Mini – 3 cards
Thanksgiving
Standard – 6 cards
Mini – 6 cards
Happy Holidays
Standard – 33 cards
Mini – 11 cards
Hanukkah
Standard – 18 cards
Mini – 19 cards
Christmas
Standard – 39 cards
Mini – 13 cards
Boxing Day
Standard – 4 cards
Mini – 4 cards
Kwanzaa
Standard – 2 cards
Mini – 2 cards

Upload Your Own – 2 sizes

e-Greetings (email)

Anniversary – 3 designs

Birthday – 6 designs

Congratulations – 3 designs

Build Your Own – 9 designs

Farm Prospecting

First Time Buyer Series – 6 cards

FSBO – 7 cards

Moving Up Series – 10 cards

Real Estate Investment – 6 cards

Rent VS Buy – 24 cards

Retirement Market – 6 cards
Single Female Homebuyer – 24 cards
Web Follow-Up
 Buyer – 6 cards
 Seller – 6 cards
Why Choose Me – 30 cards
Commercial Real Estate – 6 cards
Market Analysis Coupon – 1 card
Market Update Card – 7 cards
Door Hangers – 4 cards
Premier Service Flyers – 10 flyers
More Card Series
 Green series – 8 cards

Property Promotion

Property Flyers – 53 designs
Just Listed
 Regular – 43 designs
 Jumbo – 51 designs
Just Sold
 Regular – 43 designs
 Jumbo – 45 designs
Open House
 Regular – 42 designs
 Jumbo – 45 designs
Price Reduced
 Regular – 43 designs
 Jumbo – 43 designs

Elegant Homes

Agent Brochure
 Agent flyer – email and print – 1 design
 6 panel brochure – 1 design
Property Brochure – 4 designs
Postcards
 Just Listed
 Just Sold
 Promo cards—6 cards

Home Rewards

Training flyer

Vendor Sell Sheet

Thank You Card

Strategic Partner Essentials

Business Cards – 2 designs

Letterhead – Coming Soon

Note Card – 4 cards

Thank You Card

Brookfield Ownership – 4 flyers

Recruiting Materials

 Slim Jim Brochure

 Postcards – 13 cards

 Letters – 3 Upload your Own templates

 e-Flyers – 13 flyers

Text Email Templates – 14 designs

Marketing In Motion

Home Shows (With Profile) – 7 designs

Home Shows (No Profile) – 2 designs

Community Tours – 3 designs

Agent Profiles – Coming Soon

Animated Greetings – Coming Soon