

**DATES:**  
March 20-21 & 27-28

**TIME:**  
1-5 pm

**ENTRY DEADLINE:**  
March 5, 2010

**COST:**  
\$200 (for one weekend)  
\$300 (for both weekends)



After last year's event, we surveyed the participants through an online survey and also had a wrap-up meeting to dissect what we did right and improvements that could be made. We listened and have made the following changes:

- **NAME:** We changed the name from Open Door Home Sale to Home\$ale Extravaganza.
- **DAYS:** No one liked the three day event (Fri-Sun). The consensus was two consecutive weekends.
- **TIME:** It was difficult to have coverage from 1-7pm, so we've adjusted the hours to a more typical open house format, 1-5pm.
- **SIGNS:** The signs were too small and difficult to read. This year the signs will be larger and will be red, white, and black.
- **COST:** \$200 to participate in one weekend; \$300 for both weekends, it will include 2 signs and all of the new or upgraded features outlined in this flyer.
- **WEBSITE:** The website this year will not include any agent/firm advertising ("preferred" agents/firms).
- **INSERT:** The pull-out section that was inserted in the Gainesville Sun was too small. This year the insert will be more of a small magazine (similar to the Parade of Homes), with 8 homes featured on each page. Not only will this allow for larger photos of the homes, we will be able to add additional information, including the agent's name, firm name, and phone number.

In addition to tweaking the event based on feedback from last year, we have added some exciting NEW features as well. The following is a brief list of those feature to date. This is still a "work in progress", so stay tuned for more details.

- **WEBSITE: HomeSaleExtravaganza.com** This year we will have a stand alone website that will be functional year round. It will include the following:
  - **Each participating firm will receive a FREE page on the site (content to be determined) and will link to the firm's website**
  - Affiliate Advertising will be sold to help off-set the cost of the event. Non-Affiliates will be solicited after our GACAR Affiliates have been given the opportunity first.
  - Additional information/articles will be provided, such as 'the benefits of using a Realtor', 'why now is a good time to buy', etc.
- **PROMOTION:** In addition to the print, online and TV promotions we did last year, we are adding a full color "post it" to the front page of the Gainesville Sun.
- **TAG LINE:** We've added the tag line "Brought to You by Your Local Realtors"



Gainesville-Alachua County Association of Realtors