

The Many Ways We Market Your Property

PraiseBuildings.com

Our religious property website, **PraiseBuildings.com**, has been the local and regional real estate go-to site for over a decade. Buyers regularly visit our site to see what is for sale in the area – because we sell far more churches than any other brokerage. Your property will be prominently featured on our site, along with photos, a description, and other supporting materials such as flyers, floor plans, demographics, and reports in an effort to educate the potential buyer about your property. Since our website continually updates, we encourage purchasers to tour our site every two weeks when searching for their congregation's new home. We own dozens of other websites that help funnel search traffic to our primary site.

Direct Mail

We have created a mailing list that includes nearly every house of worship in our market area – over 37,000 in all. In fact, in just the state of Maryland there are more than 6000 houses of worship, and there are more than 1500 in the District of Columbia. Through our continually-updated mailing list, we can direct target mailings via zip code, faith, size of congregation, and, as always, the mailing is directed to the leadership of the congregation. Our graphic design team can create one-of-a-kind marketing pieces for large or unique properties, and we typically create full-color offering memoranda, flyers, and/or postcards, depending on the marketing needs of the property.

Regional Multiple Listing Sites

CoStar, Bright MLS, LoopNet

The majority of real estate professionals utilize just one multiple listing service (MLS): residential agents subscribe to Bright MLS, while commercial agents subscribe to CoStar. Unlike other commercial brokerages, however, we use both Bright and CoStar, as well as LoopNet (the most popular web-based commercial search tool) to broadcast your property to the largest audience of potential buyers possible.

Signage

When appropriate, we will put a "For Sale" sign or banner on your property. Ideally, we like to work with your property committee to craft the verbiage of the sign. In the past we have used our signage to explain circumstances of a sale: "We've outgrown our home, and are now worshipping at 123 Main St." Our customized signs can also offer details on size, amenities, price, and so forth. Depending on the size of the property and the traffic, we may install multiple signs. Should you need to sell land or a school, our sister brokerages – Maryland Land and SchoolBrokers – can supply appropriate signage.

PraiseBuildings Magazine

Our full-color magazine features articles about maintaining, building, funding, or operating houses of worship. Our in-house magazine is mailed free of charge to every house of worship in the Mid-Atlantic. The magazine features a real estate section where only our own listings are featured.

Auction

On occasion, a religious property client may not have the time to wait out the normal marketing and sales cycle to sell their house of worship. In such a circumstance, taking the property to auction can be a good solution. Typically, we can have a property sold within 60 days of signing an engagement agreement. To begin the process, we work with worship leaders to establish a marketing budget, after which we create the advertising campaign: direct mail pieces, advertisements, email blasts, signage – everything required to get buyers to the auction to bid up the property.

FOR SALE

PraiseBuildings
RELIGIOUS PROPERTY BROKERAGE

Offered at
\$849,000

300-Seat Sanctuary
Hall/kitchen/classrooms
Parking for Sunday services

Josh Halbedel & Stephen J. Ferrandi
855-204-2400
www.PraiseBuildings.com