

Lincoln County Real Estate Showcase

About the Showcase:

The Lincoln County Economic Development Foundation (LCEDF) is organizing a countywide Real Estate Showcase with the goal of boosting our local real estate market and attracting new residents into the area. The campaign will provide a unique window of opportunity for individuals and families to learn more about multiple properties and living and working in Lincoln County. Similar recent annual real estate events have helped to spur an uptick in home sales in the months following the event and we hope to do the same this year.



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Details

Date:

- April 5 to May 5, 2021

Eligible properties to participate and cost:

- Lincoln County properties (residential, commercial, agricultural, industrial) – \$50/property

Timeline:

- Mar 26 – Deadline for realtors and property owners to sign-up their properties in order to fully capitalize on all marketing activities (property info and photos submitted, fees paid)
 - Properties can still be signed up after this date but no discount will be offered
- Mar 29 – Apr 4 – Finalizing the website with all property information and developing marketing materials
- April 5 – Website goes live, launch of marketing campaign (see below)
- May 5 – Close of the month-long real estate showcase

Marketing Campaign:

- Website – with details on all participating properties
- Facebook Ads – targeting a variety of locations and market segments
- Facebook Event Page – all participating properties will be promoted through its own post
- Radio Ads – requires a minimum of 20 participating properties
- Other local outlets – including press releases to local newspapers, email campaigns, flyers, etc.

How to Participate and Requirements

If you have a property you would like to market through this unique opportunity, please:

- Fill out the online form and submit quality photos by March 26, 2021
 - <https://livelincolncounty.com/submit-a-propertybusiness>
 - Photos that are not in focus or are of cluttered spaces will not be approved for posting
- Send your registration fee by March 26 to the LCEDF, 216 E Lincoln Ave., Lincoln, KS 67455
- Clean, prep and stage your property as needed in preparation for interested parties.
- Consider hosting open house events during the campaign time frame, with the property clean and open to the public. Let us know if you plan any open house events so we can help market.
- Have questions or need assistance, contact Kelly at LcedfDirector@Outlook.com or 785-524-8954
- After the event, complete a survey so we can learn how to improve the event in the future.