



Advertising Addendum

Dowda Realty offers a “Standard Advertising Packet”, at the owners expense. For the “Standard Advertising Packet” expect approximate advertising costs of \$200.00 per month, to be billed in 30 day increments. We can stretch your advertising dollar further than you can because of our corporate rates, agreements, and marketing techniques. All vendors are paid by check or our company credit card and may show up on invoices as “Bank of America”. Unless otherwise directed, all of the following means will be utilized to find a qualified renter.

Our “Stanadard Advertising Packet” may include, but is not limited to any or all of the following:

Internet ads- Please note, an estimated 85% of our inquires are through the Internet. We work with about 60 websites for an effective marketing scheme. . More then 79% of the advertising costs goes directly to Internet advertising .

This may include, but is not limited to:

- www.DowdaRealty.com / www.HomeRentals.net which hooks into at least 7 other websites.
- www.ppar.com which hooks into at least 3 other websites.
- www.RentClicks.com “Family Packet” hooks into at least 4 other websites.
- www.RentMarketer.com “Premier Packet” hooks into over 55 websites.
- www.AHRN.com www.Gazette.com www.CraigsList.org
- www.pha.colorado-springs.co.us

If applicable: **Print** is our most expensive media. In the past print ads have been billed individually. Dowda Realty will include the print advertising in the daily fee. Print media includes display advertising. Print ads may include, but are not limited to:

- | | | |
|------------------------------|--|-------------------------|
| The Gazette Telegraph | Thrifty Nickel/American Classifieds | Ute Pass Courier |
| Pikes Peak Publishing | Ranchland News | Woodman Edition |
| Cheyenne Edition | Military news papers | |

If applicable: **Multi-Media** may include:

- | | | |
|---------------------|---------------------|---------------------------------------|
| Virtual Tour | Picture Tour | (MLS) Multiple Listing Service |
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If applicable: Other Advertising may include:

- ◆ **“In-House Listing”** with distribution Free to the public and distributed to Relocation Companies, Colorado Housing Authority, and Chapter Members of NARPM.
- ◆ **15 relocation services.**
- ◆ **Yard sign and lock box.**

Minimal Advertising: Dowda Realty requires a minimal advertising budget of \$60.00 per month. This includes only Internet web site placement on the Dowda Realty run web sites. If at any time the owner account is in the negative, the Standard Advertising is switched to the Minimal Advertising. All Advertising is at the owners expense, and should not exceed \$200.00 per month.

I, the undersigned, understand that advertising is vital to finding a qualified renter for my property. I authorize Dowda Realty to utilize any and all means necessary to find a qualified renter. Furthermore, I understand that I will be billed for the advertising one month in arrears. For the “Standard Advertising Packet” I will accept the approximate cost of \$200.00 monthly to be billed in 30 day increments. I am aware of the possibility of exceptions that may increase the amount that I will pay for the advertising done on my behalf. I hereby agree to pay Dowda Realty, for all services and advertising done on behalf of myself and my property.

Property Address

Owner

Agent of Dowda Realty:

Date:



Dowda Realty, Inc. · c/o John C. Norgord, Employing Broker
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