



MADISON TRUST FOR HISTORIC PRESERVATION HISTORIC HOMES MARKETPLACE GUIDELINES

The membership of the Madison Trust for Historic Preservation are very interested in historic properties in the Madison area and high above average incomes and education levels. This audience is available to sellers and listing brokers through our Historic Home Marketplace. This targeted advertising program will send out an email blast to all of members when the property is listed and we will include an ad in each of our newsletters until the property is sold.

Program Standards

1. Properties must be at least 50 years old.
2. If property is listed, listing agent must be a current member at \$250 level or higher.
3. If property is For Sale By Owner, seller must be a member of the Madison Trust at any level.
4. Cost if property is For Sale By Owner, cost is \$125 for Trust members at basic level and \$75 for members at \$250 level and above.
5. Cost if property is listed is \$125 for membership at \$250 level or higher and \$75 for membership at \$500 level or higher.
6. One email blast to our mailing list and members using MTFHP template with up to three photos and hot link to website.
7. Every newsletter will have a section with historic properties for sale.
8. Standard newsletter ad includes one photo, headline, up to 600 characters of text and hot link to agent's website/listing.
9. Add to appear in every newsletter until listing sells.
10. Listing agent or seller to provide copy in Word file or email. Ad copy must be in complete, grammatically correct sentences and without abbreviations.
11. Agent must maintain membership for ad to run. If membership expires, any ads currently running will be deleted until membership is renewed.
12. Payment must accompany ad copy and photos. Checks or credit card payments are accepted.