

# 32 Point Initial MARKETING PLAN

## My Objectives Are To:

- Get your property fully exposed to the market as quickly as possible.
- Help you net the most possible money.
- Make every qualified buyer in your area aware of your property.
- Maintain good communication with you.
  - In depth consultation with the Seller (Marketing Plan)
  - Complete all paperwork accurately
  - Take marketing photos
  - Edit marketing photos
  - Install "For Sale" sign and flyer box
  - Install "Lock Box"
  - Submit to Company & Personal website
  - Submit to Multiple Listing Service
  - Assign lockbox to property to be notified of all showings & feedback
  - Design custom property flyer
  - Print & Install property flyer
  - Design and Send "Just Listed" Postcards to neighborhood
  - Submit to Zillow.com
    - Submit to Set up seller traffic report to be emailed weekly
  - Trulia.com
    - Set up seller traffic report to be emailed weekly
  - Submit to Homes.com
  - Submit Craigslist ad
  - Create Postlets.com ad
  - Syndicate property to 100's of participating real estate websites
  - Post property on Facebook Pages
  - Post property on Twitter Pages
  - Discuss and schedule Open House
  - Promote Open House to increase foot traffic
    - Zillow
    - Trulia
    - Homes.com
    - MLS (Multiple Listing Service)
  - Schedule Multiple Listing Service Broker tour
  - Review and discuss Broker feedback on pricing and condition
  - Talk enthusiastically about the property at office meeting
  - Send showing agent's feedback questions, obtain buyer feedback

## In Addition:

- Make helpful suggestions that will get your property sold quickly.
- Present all offers and help you obtain the best price.
- Keep you advised on the progress of the closing.
- Deliver your check to you upon close.