

# *Active* Marketing Plan For **YOUR Property!**

In Order To Get Your Home **SOLD** In The Right Time; For The **BEST PRICE**; And With The **LEAST STRESS**, Our Family Team Will:

- ✓ Research Tax Records and verify legal ownership, deed type, size of home, lot size, HOA status and dues, etc.
- ✓ Keeping your needs top-of-mind regarding timing, motivation, what you're doing after the home sells and other important concerns.
- ✓ Fully explain our unique Pricing Tool. It's more than a current market analysis.
- ✓ Help you to price your home competitively to expose it to as many qualified potential buyers as possible.
- ✓ Assist you in staging your home so buyers get excited!
- ✓ Ask you to write down the 10 things you liked best about living in this home and then develop a flyer/fact sheet for the agents and Buyers to pickup.
- ✓ Help you develop Top Selling Points of your home and implement a staging strategy.
- ✓ Hire a professional photographer and videographer so that all physical and vertical marketing looks professional and utilize Matterport 3D Virtual tours for maximum safety.
- ✓ Prepare ALL paperwork including the listing agreement, Lead Based Paint Disclosure, Homeowners Association Disclosure, and other applicable required forms.
- ✓ Submit your home to our local Multiple Listing Service.
- ✓ Submit your home to Realtor.com and over 300 real estate websites, including Zillow.com and Truila.com.
- ✓ Submit your home to many social media sites (Craigslist, Facebook, etc.)
- ✓ Promote your home at our office meeting to increase showings.

- ✓ Send the listing info to the top 325 agents in the marketplace and to any agent who's represented a buyer here in the past year for their potential buyers.
- ✓ Discuss offering incentives as a marketing strategy that may help your home sell over other competing properties.
- ✓ Suggest and advise as to changes you may want to make in your property to make it more saleable, including staging & repairs.
- ✓ Suggest home showing guidelines. So pets, kids, lighting, clutter don't get in the way of selling your home for Top Price in the shortest time.
- ✓ Discuss innovative ways to appeal to buyers and buyers Agents with financing incentives availability.
- ✓ Discuss the advantages and costs of a home warranty are appraisal & pre-home inspection.
- ✓ Create, order and mail Just Listed Postcards to the neighborhood if advisable.
- ✓ Constantly update via email or phone, any updates or changing factors in the marketplace.
- ✓ Follow-up with the Agents who show your home. This feedback will be shared with you. *Note that we are able to get feedback about half the time of all showings.*
- ✓ Communicate with you at least weekly as to the progress of the sale.
- ✓ Prospect 2 hours per day and talk to at least 16 people per day looking for potential buyers.
- ✓ Contact our buyer leads, sphere of influence and past clients for their referrals and prospective buyers.
- ✓ Add additional exposure through a professional sign and supra lock-box.
- ✓ Pre-qualify prospective buyers and Agents whenever possible.
- ✓ Explore & keep you aware of both traditional and innovative financing options available for your home and convey that to potential Buyers.

- ✓ Explain the merits and concerns of each component of each offer. You make all decisions.
- ✓ Represent you on all offer presentations and negotiate with your input the best possible price and terms.
- ✓ Prepare a comprehensive sellers estimated net sheet for each offer we receive.
- ✓ Negotiate ferociously on your behalf.
- ✓ Handle all follow-up and details during the closing process and advise you on any issues that may arise. *Note: Issues do arise 95% of the time. It's one good reason to have a professional Agent Represent you.*
- ✓ Review the TRID closing forms (replaced the HUD in 2016) statement before closing, so there are no surprises.
- ✓ Refer you, with your permission, to a great agent in the city you are moving to.
- ✓ Return your calls and emails promptly.
- ✓ ***Cancel the listing anytime at no charge to you with 24 hour written notice.***

***We know this plan works – it's helped sell over 3100 homes!***

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