

# Marketing Plan

1. Work with you to properly price your home based on current market conditions. My goal is to sell your home for the most money, in the shortest time.
2. Submit your listing to Multi-list service for 100% coverage with all Brokerages.
3. Showcase your home with it's own unique URL on the Internet with a 123 Main Street website.
4. Place a highly visible sign in your yard with a "rider" that includes the unique URL for your 123 Main Street website. This will drive traffic directly to your home.
5. Your home will be placed on several Internet Sites including REALTOR.com, my own interactive website and my company's site.
6. Newspaper advertising: My advertising is geared toward finding buyers for your home through the use of the Internet. The unique URL for your 123 Main Street website will be included in all print advertising.
7. Personally answer all incoming calls about your home. An agent who is not familiar with your home will not answer inquiries.
8. "Feature" sheets will be placed in the home with color photo included within 3 days of listing.
9. I will produce a Home Book with information about the home and the area. Included in this book is information regarding the property, schools and seller disclosures. This book is left in the open for potential purchasers to look through.
10. Just listed postcards will be mailed to the neighborhood and to a target area of homes up to 50% lower in value. These postcards will also include the unique URL for your home's website.
11. A directional sign will be placed at the main road, where ordinances allow.
12. This home will be featured in our Monthly Mailing. This mailing goes to our past, current and prospective clients.
13. Help you decide if minor repairs or redecorating would help sell your home. There are times where minor repairs or changes can help bring much higher offers.
14. I use Listing, Sales and Closing in progress checklists to make sure that every aspect of your sale is covered start to finish.
15. I will follow-up on all showings and communicate with seller's at least once a week by mail, phone call, email, or in person.
16. I will do a "reverse prospect search" on the Multi-list computer to actively find and contact agents with buyers that wish list matches your home.
17. I will separate the looker's from the buyer's, by looking at mortgage pre-approvals and financial information. This will save you time and grief from people that aren't ready and able to buy.
18. I will update you every 30 days if home has not sold as to market conditions and comparable sales during the listing period.

**Most importantly, if I do not follow through with the marketing plan outlined, I will release this listing immediately per your request. I am confident you will be happy with the level of service I supply, that's why I can give you this guarantee.**