

Our Marketing Plan for your Property

PRIOR TO PUBLISHING LISTING

- Professional photos taken
- Listing documents signed
- Shoot video/matterport, if applicable

IMMEDIATELY AFTER LISTING

- Property on local Multiple Listing Service
- Feed property to top real estate websites
- Key and keybox installed
- Signage ordered
- Preliminary title report ordered
- Identify where buyers in the area come from

1st WEEK AFTER LISTING

- Flyer/Brochure prepared and ordered
- Set up on online traffic reporting
- Set up on photography reporting
- Send out syndication email
- Prepare open house ads, if applicable
- Prepare newspaper/magazine/digital ads, if applicable
- Call all agents with listings in area

EVERY 30 DAYS AFTER LISTING

- Call all agents with listings in same price range
- Update Comparative Market Analysis to confirm price is accurate
- Review Comparative Market Analysis with seller
- Review marketing plan with seller
- Consider price change adjustment
- Contact showing agents with new price
- Schedule and hold a new open house, if applicable

AS NEEDED UNTIL ACCEPTED OFFER

- Send out online marketing pieces for the home
- Contact seller with feedback from showings
- Qualify calls as serious vs. curious
- Present offers with seller's net proceeds
- Skillfully negotiate and represent client

AFTER ACCEPTED OFFER

- Verify and submit paperwork to brokerage
- Monitor contract
- Send Seller's Disclosure Forms to buyer
- Verify deposit of buyer's earnest money
- Schedule settlement at Title Company
- Assist seller in transferring utilities
- Schedule buyer home inspection and appraisal
- Coordinate with buyer's Mortgage Co., Title Co., etc.

ONE WEEK AFTER CLOSING

- Check-in with clients
- Ask for feedback to improve service
- Ask for feedback on marketing plan
- Ask for referrals/testimonials