

57 POINT MARKETING-STRATEGY SALES PLAN

1. Communication Guarantee – I will contact you at least once weekly to discuss our progress.
2. Feedback updates will be emailed or texted to you the same day that I receive them.
3. Listing Cancellation Guarantee.
4. Provide Professional High Definition photos of the interior and exterior of your home.
5. Provide up to 4 virtual tours of your home.
6. Provide a Competitive Market Analysis to assure that we price your property correctly the 1st time.
7. Provide professional staging consultation if desired.
8. Suggest changes to make your property more marketable.
9. Provide a Seller Checklist to assist in having the property ready for showings.
10. Provide a Seller’s Net Sheet to show seller expenses, closing costs and net proceeds.
11. Publish your listing on the Multiple Listing Service (MLS).
12. Publish your listing on Realtor.com.
13. Publish your listing on Zillow.
14. Publish your listing on Trulia.
15. Publish your listing on Homes.com.
16. Publish your listing on HomeSnap.
17. Publish your listing on State27Homes.com.
18. Publish your listing on Facebook.
19. Publish your listing on Twitter.
20. Promote your property on multiple virtual office websites.
21. Provide professional signage in your yard.
22. Install an Electronic Lock Box for Buyer’s agents access.
23. Email blast with color photos to agents in our two Orlando FHR offices.
24. Promote your property in our Orlando FHR offices.
25. Email blast with color photos to other top producing agents.
26. Send a personalized letter to residents in the immediate neighborhood.
27. Perform a reverse prospecting search to attract prospective buyers.
28. Take or return all prospective buyers phone calls, emails, texts promptly.
29. Coordinate all showing requests with Seller.
30. Be available to meet with Buyers who don’t have an agent.
31. Follow up on every showing with Buyers Agent.
32. Conduct a Broker’s Open House to promote your property to other agents and brokers.
33. Conduct Open House(s) with a licensed agent present.
34. Contact my buyer leads, sphere of influence and past clients for potential buyers.
35. Meet with lender partners for prospective buyers.
36. Prepare a flyer with a list of property/neighborhood features to leave at your home.
37. Monitor Feedback to determine if changes need to be made.
38. Re-write MLS property description bi-weekly to keep it fresh.
39. Improve/change any under - performing marketing campaigns.
40. Represent the Seller on all offers and negotiations.
41. Interview the Lender associated with each offer to determine Buyers credit worthiness.
42. Specialized Team to care for the Sellers every need.
43. Help the Seller find their new home.
44. Meet with the Appraiser to present comparable properties.
45. Arrange all inspections.
46. Explain the creation and use of the Sellers Disclosure Statement.
47. Introduce the Seller to the Title Company representatives.
48. Assist in the collection of data for closing docs.
49. Act as the liaison between the Seller and the Title Company.
50. Provide the Seller with a list of preferred vendors as needed.
51. Coordinate with Lender and Buyers Agent to deliver loan commitment.
52. Coordinate with Lender and Buyers Agent for a clear to close.
53. Accompany Seller to closing.
54. Set up final walk through of the property for Buyer and Buyer’s Agent.
55. Arrange for transfer of keys, garage remotes, warranties and owner’s manuals.
56. Remove yard sign and electronic lock box from the property.
57. Act as the liaison between Seller and Buyer for post – closing questions/concerns.