**THE LISTING PLAN OF ACTION**

**THE HARDEST WORKING MAN IN REAL ESTATE**

1. Price your home competitively.
2. Add additional exposure through a professional sign and lockbox.
3. Order professional photoshoots and a virtual tour through MatterPort
4. Develop a list of features of your home from potential KVCore buyers.
5. Qualify all prospective buyers through our preferred lenders.
6. Keep you aware of the various methods of financing that a buyer might want to use.
7. E-mail a feature sheet to all top agents on both Indiana & Illinois real estate board for their buyers.
8. Provide marketing data to buyers coming through relocation companies.
9. Expose your listing to all military veterans that are transferring.
10. Promote your home at our company sales meeting.
11. Expose home to all social media outlets, **i.e., Facebook, Twitter, Zillow, Trulia, Realtor.com**.
12. Submit your home to our local Multiple Listing Service. (s)
13. Mail 100 postcards to surrounding homes announcing the availability of the featured property. -Geo Leads
14. Within seven days call all the people that received a postcard and ask,

***“Who do they know that is interested in buying this featured home.”***

1. Suggest and advise any changes on your property to enhance exposure.
2. Review comparable MLS listings regularly to ensure property remains a competitive price.
3. Continually update you as to any changes in the marketplace.
4. Call **2 hours** per day and contact **200 to 500 people per-day** (Expired listings, For Sale by Owner and Just Listed, Just Sold, Past clients, of my Center of Influence) looking for potential buyers.
5. Follow‐up on the agents who have shown your home for their feedback.
6. Every Friday call and update homeowners with feedback on their property.
7. Represent you in all presentations, negotiate the best possible price and terms, negotiate all inspections responses.
8. Contact attorneys, mortgage, title, and other companies associated with closing home.
9. Be present at closing, deliver your check at closing.

**GUS MORQUECHO’S WORK SCHEDULE MONDAY THRU SATURDAY**

1. 8:00 a.m. arrive at the office.

a. Check buyer leads from lead generation websites.

1. 9:00 to 10:00 a.m. prepare mailers to Expired Listings and For Sale by Owners
2. 10:00 am to 12:00-pm.  Make calls to Expired Listings, For Sale by Owner and Just Listed, Just Sold, Past Clients, of my Center of Influence (100 to 150 calls)
3. 12:00 to 12:30 pm Lunch
4. 12:30 pm to 7:00 p.m., Closings, buyer showings, listing appointments, inspections, preview property, door knock expired or For Sale by Owners.
5. 5:00 to 6:00 p.m., Make calls to expired listings, for sale by owner and Just Listed, Just Sold, Past Clients, of My Center of Influence (100 to 150 calls)
6. 6:00 to 7:00 pm., Open for late appointments.
7. 7:00 p.m. Go home.