Below are a few of the services we can provide as part of the marketing of your home. Before we can get started, the first important step is to:

**Sign and complete Listing Agreement**

**First Week**

* Enter listing into the MLS system.
* Put up "For Sale" yard sign.
* Install lock box.
* Schedule time to shoot property photos and video with photographer.
* Review showing procedure.
* Prepare property brochures.
* Syndicate listing to more than 200 real estate websites worldwide.
* Create your homes personal website.
* Provide you an update of the status and a resource to view your home. Provide you social media links to advertise your property to family, friends and colleagues.
* Virtual tour will be placed in local MLS, via social media, YouTube, and on my personal websites as well Coldwell Banker's website.

**Second Week**

* Provide full color brochures for interior of home, exterior in brochure box (if allowed by HOA) and distribute to all local offices.
* Invite brokers and agents to tour home, offering hor devoures, and getting price and home recommendations from top agents in the area.
* Begin agent to agent marketing efforts.
* Review and update status.
* Mail out just listed postcards to local community inviting them, along with their family and friends to stop by our open house the following weekend.
* Provide you an update of the status and a resource to view your home. Provide you social media links to advertise your property to family, friends and colleagues.

**Third Week**

* Hold Weekend Open House or Beer/Wine Tasting Weekend Saturday/Sunday Open.
* Provide you an update of the status.
* Canvas centers of influence to locate prospects.

**Ongoing activities**

* Show property to potential buyers.
* Follow-up on Internet leads.
* Monitor market conditions.
* Monitor comparable properties for sale.
* Monitor foreclosures and short sales in market.
* Provide you an update of the status weekly.