

30-DAY MARKETING PLAN

OBJECTIVES

- ❑ Help the seller define the goals and objectives for the sale of the property.
- ❑ To get your property fully exposed to the market as quickly as possible.
- ❑ To help you, the seller, net the most money possible.
- ❑ To make every qualified buyer in the market aware of your property.
- ❑ To maintain frequent communication with you, the seller.

PROCESSES

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| 1. In-depth consultation with the Seller (Marketing Plan) | 16. Mail listing announcement post cards
CONTACT OWNER |
| 2. Fill out all paperwork accurately | 17. Pick up business cards |
| 3. Install "For Sale" sign | 18. Contact showing agents for feedback |
| 4. Install "Lock Box" | 19. Discuss buyers' comments |
| 5. Submit to Multiple Listing Service (MLS) | 20. Review financing possibilities
CONTACT OWNER |
| 6. Assign property to Centralized Showing | 21. Contact showing agents for feedback |
| 7. Add listing to Web Page | 22. Review showing activity level |
| 8. Roll out listing to Yahoo and the Internet | 23. Discuss buyer comments and activity |
| 9. Design custom property brochure | 24. Market Evaluation - sales vs. competition |
| 10. Add brochures to sign box | 25. Discuss price, terms, and conditions |
| 11. Input listing into KW system | 26. Review Seller's motivation / urgency to sell |
| 12. Discuss and schedule Open House
CONTACT OWNER | 27. Discuss market position / price adjustment |
| 13. Discuss sales associates' comments | 28. Schedule inspections inspection |
| 14. Ask Seller to save all business cards | 29. Schedule appraisal and survey |
| 15. Review showing procedure | 30. Discuss and schedule Open House |

SERVICES

- ❑ Make suggestions to you that will make your property more saleable.
- ❑ Present all offers and counsel you on responses and options.
- ❑ Advise you on how to negotiate to meet your personal objectives.
- ❑ Schedule and communicate all stages of the transaction through closing.
- ❑ Assure payment to you upon closing.
- ❑ Maintain a presence after closing for questions and assistance.