

THE Complete Home Marketing Plan



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Property Enhancement

Putting your home on the market —
Let's maximize the value of your
home with:

- 1 A written **Home Enhancement Checklist**
- 2 Recommendations for minor repairs and improvements to help **sell your property for the highest price possible**
- 3 Access to a list of the most reliable and dependable home improvement workers in the marketplace

Home Enhancement Checklist:

- ✓ Paint Living Room
- ✓ Fix Back Gate
- ✓ Power Wash Siding
- ✓ Clean powder room grout
- ✓ Schedule Pool Cleaner



Marketing Plan for Your Home

I'll be your megaphone to the Marketplace!



- 1 Competitively price your home
- 2 Optimize condition and viewing of the home
- 3 Prepare and submit accurate information to the Multiple Listing Service (MLS)
- 4 Proactively promote property to my database
- 5 Network with the best agents in the area
- 6 Create maximum exposure for the property
- 7 Tap into my Nationwide Referral Network



Clear and Open Communication

1 You'll receive a copy of the MLS printout to review for accuracy

2 I'll call you weekly to report showing activity and give buyer feedback

3 We'll meet periodically to review market conditions & adjust our marketing strategy as needed to get your home sold



Negotiating and Structuring the Sale

My promise to you:

- 1 Carefully review and present all offers for your consideration
- 2 Qualify prospective buyers and research their lending options to increase the likelihood that they can secure financing
- 3 Negotiate the strongest terms to create a solid transaction that will **close on time** without any surprises



Complete Transaction Management

I will:

- 1 Manage all the details of your real estate transaction on a daily basis
- 2 Stay on top of all other matters to be sure your real estate transaction closes in a timely fashion and with as little stress as possible

Transaction Checklist:

- ✓ Financing
- ✓ Inspections
- ✓ vendor coordination
- ✓ ~~Disclosures~~
- ✓ Title
- ✓ Appraisals
- ✓ Home Repairs
- ✓ Final Walk-Thru
- ✓ Pyllaws
- ✓ Association Documents
- ✓ Moving Coordination
- ✓ And More



The Client Appreciation Program

Service before, during & after the sale

- 1 Even after your closing, I'll be there to assist you with all your real estate needs
- 2 You'll be receiving valuable information in the mail on a monthly basis
- 3 Consider me your source of referrals for all types of businesses, whether related to a real estate transaction or not. I've partnered with competent professionals who would be happy to serve you



In-Depth Market Analysis

You'll receive:

- 1 A thorough inspection and assessment of your property location, style and condition
- 2 A written **Fair Market Evaluation** of your property and explanation of the optimal pricing strategy for your home
- 3 An estimate of expenses and costs to show you the net proceeds when your sale is complete!

4 Bedrooms
3 Full Baths
2 Car Garage
Location: Excellent
Condition: Immaculate

3 Bedrooms
2.5 Baths
2 Car Garage
Location: Excellent
Condition: Good

