

Comprehensive Marketing Plan

Committed to Service Excellence

- ✓ Submit information on listing contract to office secretary to be processed through our company and sent to MLS office.
- ✓ Make proper recommendations on how to best prepare your home for sale using my knowledge of current housing trends and experience to relay to you what are the best things to be done to successfully negotiate the best possible price and terms to meet your needs.
- ✓ Arrange for lawn sign placement and proper location of lock-box or keys.
- ✓ Advise all sales associates in your of the features and benefits of your home so they may pass the information on to their clients.
- ✓ Report to you on a regular basis as to the progress and proceeding during the listing period. A reporting time frame will be set up at the listing agreement in accordance with your request.
- ✓ Prepare an advertising schedule for your home and prepare creative ads to be placed in different publications.
- ✓ Arrange, at your convenience, for open house to be held regularly by myself or another competent and well-trained real estate professional. The open house gives prospects an opportunity to tour your home in a leisurely, through manner.
- ✓ Arrange and record showings generated by MLS and provide you with appropriate feedback whenever possible.
- ✓ Work with qualified buyers only to ensure that your time is respected and not taken by unqualified prospects.
- ✓ Provide you with information on all the various methods of financing available for buyers and how each one affects your net proceeds.
- ✓ Diligently handle all follow through during the pending stage ensuring all mortgage, title and legal issues are in order to allow for a timely closing.
- ✓ Assist you in finding a new home by providing information on properties in the areas that you select to ensure that you are informed and prepared when the home you are to purchase becomes available.