

The Complete Home Marketing Plan

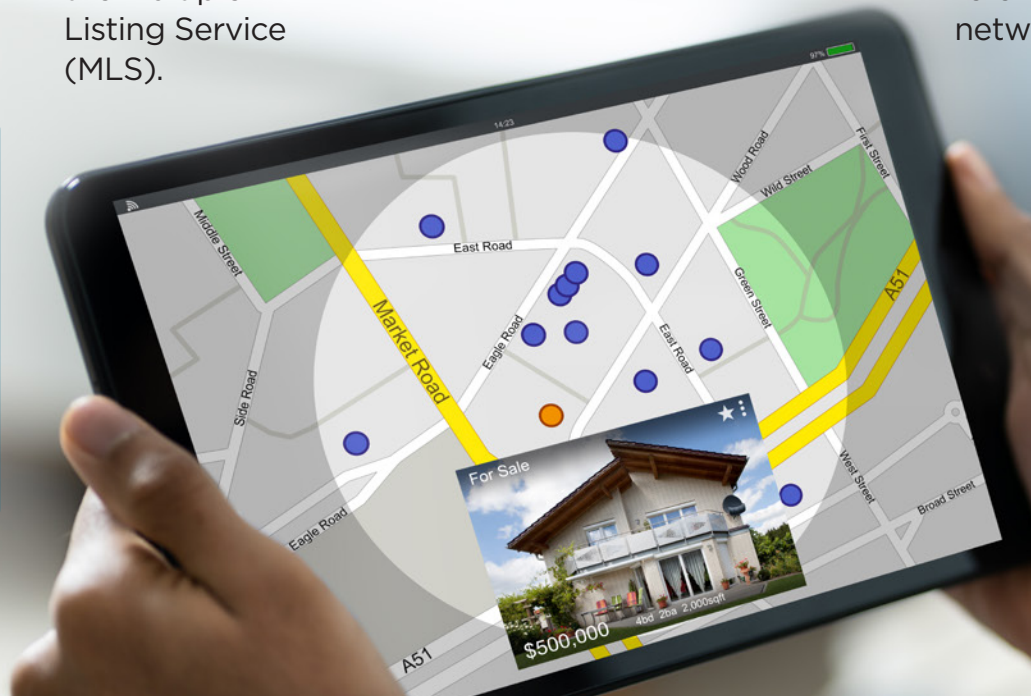


Marketing Plan for Your Home

Marketing matters! I am committed to getting your home sold to the best possible buyer in a timely manner. Below are the steps I will take:

- 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 the property to my database.
- 5 Create maximum exposure for the property.
- 6 Network with the best agents and tap into my nationwide referral network.

The next few pages outline what you can expect from me on your home-selling journey. From complete transaction management to communication and negotiation, I will ensure this process is as smooth as possible for you.



In-Depth Market Analysis

I will complete this for you at the beginning of your journey to show how your home compares to others in your area.
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!

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

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

Home Evaluation

| INSPECTION ITEM | CONDITION |
|-----------------|--|
| Windows | <input checked="" type="checkbox"/> IMMACULATE <input type="checkbox"/> GOOD <input type="checkbox"/> FAIR <input type="checkbox"/> POOR |
| Flooring | <input checked="" type="checkbox"/> IMMACULATE <input type="checkbox"/> GOOD <input type="checkbox"/> FAIR <input type="checkbox"/> POOR |
| Bedrooms | <input type="checkbox"/> IMMACULATE <input checked="" type="checkbox"/> GOOD <input type="checkbox"/> FAIR <input type="checkbox"/> POOR |
| Ceilings | <input type="checkbox"/> IMMACULATE <input checked="" type="checkbox"/> GOOD <input type="checkbox"/> FAIR <input type="checkbox"/> POOR |
| Doors | <input checked="" type="checkbox"/> IMMACULATE <input type="checkbox"/> GOOD <input type="checkbox"/> FAIR <input type="checkbox"/> POOR |
| Fireplace | <input type="checkbox"/> IMMACULATE <input checked="" type="checkbox"/> GOOD <input type="checkbox"/> FAIR <input type="checkbox"/> POOR |

Property Enhancement

Next up, we will maximize the value of your home with:

1

A written Home Enhancement Checklist — small tasks to get your home in top shape. Examples include painting the living room, repairing the back gate or power washing the siding.

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.



Clear and Open Communication

Once your home is on the market, I'll be there to guide you every step of the way.

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 and adjust our marketing strategy as needed to get your home sold.

Transparency is key.

I will keep communication lines open to ensure you are comfortable and confident with all parts of the transaction.

Negotiating and Structuring the Sale

When prospective buyers come along, you can count on me to:

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.

Home Sale Calendar

| JANUARY | FEBRUARY | MARCH | APRIL |
|--|--|--|--|
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 |
| MAY | JUNE | JULY | AUGUST |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |
| SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |



Complete Transaction Management

Once we've secured a qualified buyer, I promise to smoothly navigate you through the transaction.

1

Count on me to 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
- ✓ Bylaws
- ✓ Association Documents
- ✓ Moving Coordination
- ✓ And More



The Client Appreciation Program

My business is built on relationships, so I aim to provide you with outstanding service and care before, during and 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.

You control my business!

Your referrals are the foundation of my business, so I aim to exceed your expectations every step of the way.

What's Ahead for the Housing Market

When rates start to decline there will be an influx of buyers and sellers.
Housing demand will be fueled by the largest generation of potential homebuyers ever — the millennials.

Millennial Population:

72 million

Median age of people moving out of their parents' home is 26

Median age of first-time buyers:

35

Thank you ...