

DEFINE YOUR MARKETING PLAN

The following questions are to assist you in defining your marketing plan. With each answer use the space to the right to identify the strategy you will use to accomplish the each action. In the end you might just have a marketing plan that you not only can effectively implement but that draws a clear distinction between commitment and hype.

ABOUT THE HOME (PRODUCT)	Yes	No	Unsure	STRATEGIES (To Avoid or Implement & Why or Why not)
1. Would you advertise any restrictions/conditions in order to see the home (i.e. Appointment only, pets, tenant, etc.)?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
2. Will you place an electronic lockbox in an easily accessible location on the property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
3. Will you help put the home in the best condition possible – to compete with other properties on the market?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
4. Will you help keep the property in showing condition and make it easy for agents to show?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
5. Will you provide a thorough report on recommended repairs or improvements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Will you suggest needed repairs or improvements been made? If so, how?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
6. Will you provide feedback from any buyers/ agents about maintenance issues or items of concern?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
7. Will you provide information requested by agents in a timely fashion?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
8. Will you use a professionally photographer?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
ABOUT THE ASKING PRICE (PRICE)				
1. Will you suggest a list price (or price range)?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
2. Will you provide research supporting your price ?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
3. Will you evaluate the asking price during the listing period, and at time of an offer?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
4. Will you have conversations about price reductions, and how?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Will you recommend any terms and financial incentives to be competitive? If so, what kinds?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
5. Do you feel you can provide your sellers adequate market information to make an informed decision on price?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
6. Will you present all offers in person?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
7. Will you list a home higher than your suggested list price? If so, under what conditions?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

ABOUT THE ADVERTISING (PLACE)

Yes No Unsure

1. Will your place the home on the area Multiple Listing Service(s) (MLS)? ☐ ☐ ☐
If so, will you distinguish the home between the MLS'? If so, please elaborate..... ☐ ☐ ☐
2. Will you provide a copy of the MLS printout to the homeowners to review for accuracy?..... ☐ ☐ ☐
If corrections are needed, will you provide an updated report?..... ☐ ☐ ☐
3. Will you use the MLS to capture buyer's interest, creating a desire to see/learn more?..... ☐ ☐ ☐
4. Did you feel your listings have a dominate internet presence? If so, why?..... ☐ ☐ ☐
5. Will you leverage social media outlets such as, Facebook, Twitter, & Instagram in your advertising?..... ☐ ☐ ☐
6. Other than using the MLS, will you proactively market to other agents?..... ☐ ☐ ☐
 - ☐ Reverse Prospecting
 - ☐ Recent Sales Analysis
Contacts made to agents who have recently closed on transactions in the area, both buyer and listing agents.
 - ☐ Office Promotions
Sales meeting announcements, office communications (intranet, mailboxes, bulletin boards)
 - ☐ Agent / Broker Caravans
7. Will the type of real estate sign you use be distinguishable and provide additional info?..... ☐ ☐ ☐
Do you feel your signs appear professional and served to get your properties noticed?..... ☐ ☐ ☐
Do provide numerous options for the buyer to learn more, share with friends family, and make it easy to schedule an appointment?..... ☐ ☐ ☐
8. Does your advertising "at the curb" effectively target all demographics of buyers, from those wishing to use technology, to individuals wanting a full color flyer?..... ☐ ☐ ☐

STRATEGIES (To Avoid or Implement & Why or Why not)**ABOUT THE PROMOTION (PROMOTION)**

Yes No Don't Know

1. Will you promote, advertise and hold open, an Open House?..... ☐ ☐ ☐
2. Will you create or hire a professional to produce a video tour for your properties?..... ☐ ☐ ☐
3. Will you use a flyer box for buyers to take some information about the property either for themselves or to share with others?..... ☐ ☐ ☐

STRATEGIES (To Avoid or Implement & Why or Why not)

	Yes	No	Unsure	
4. Do you show homeowners how their home is promoted on the internet and amongst the largest real estate search websites (i.e. zillow.com, trulia.com, realtor.com, homes.com, etc.)?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/> Dedicated Property Website <i>Website specific to the property alone and having a memorable address, i.e. www.1015Magnolia.com</i>				
<input type="checkbox"/> Enhanced Property Description <i>above and beyond the MLS' abbreviated description on key listing websites, such as Realtor.com, Zillow, Trulia, etc.</i>				
<input type="checkbox"/> Host a Virtual Tour				
<input type="checkbox"/> Provide Full Motion Video Tour				
<input type="checkbox"/> Professional Photo Library with Captions <input type="checkbox"/> <10 <input type="checkbox"/> 11-25 <input type="checkbox"/> 25-36 <input type="checkbox"/> 37+				
5. Do you feel the quality and number of photos offered can effectively represent and maximize the appeal of your listings?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
6. Do you create and make available to prospective buyers a HomeBook(s)?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<i>What's a HomeBook? A professional brochure complete with details about your home, photos, features and upgrades, improvements, floorplan, utilities, disclosures, HOA amenities, schools, etc.</i>				
7. Do you recommend and provide a means for the owner to order a C.L.U.E. report? If so, do you offer it to prospective buyers as another way of showing transparency - instilling buyer confidence?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
8. Do you place a Home Warranty on the property at the time of listing?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Was it included in the advertisements, i.e. Flyer, Signage, HomeBooks, Website, MLS ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

ABOUT YOUR OVERALL EXPERIENCE (SERVICE)

	Yes	No	
1. Do you feel you can exceed your client's expectations?.....	<input type="checkbox"/>	<input type="checkbox"/>	_____
2. Do you feel you can effectively execute your proven plan to get your listings sold?.....	<input type="checkbox"/>	<input type="checkbox"/>	_____
3. How can/do you demonstrate your knowledge of your market and competing properties?.....	<input type="checkbox"/>	<input type="checkbox"/>	_____
4. Do you feel you give homeowners the facts they need to make well-informed decisions to promote the sale of their property?.....	<input type="checkbox"/>	<input type="checkbox"/>	_____
5. Do you provide weekly status reports to your clients?.....	<input type="checkbox"/>	<input type="checkbox"/>	_____
6. Do you feel you are readily available to discuss your client's questions or concerns?	<input type="checkbox"/>	<input type="checkbox"/>	_____