



14-Step Marketing Plan

My 14-step marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer: *Prospective homebuyers, local real estate agents and investors.*

Your Benefits: Target Advertising: To the public & REALTOR® community

1. **PRICING** – I will help you to price your home strategically to be competitive with the current market and current price trends.
2. **STAGING** – I will provide staging advice for your home to showcase features that buyers are most interested in: uncluttered rooms and closets, fresh paint and pleasing drive-up appeal.
3. **YARD SIGN** - Place *For Sale* signage, complete with property flyers that are accessible to drive-by prospects.
4. **MULTIPLE LISTING SERVICE** – I will put your home in the MLS, complete with 10 photographs and a full property description to highlight the selling points of your home
5. **DIRECT MAILING** – I will distribute *Just Listed* marketing to neighbors, encouraging them to tell their family and friends about your home.
6. **INTERNET** - Optimize your home's Internet presence by posting it on local and global MLS systems & the Keller Williams Listing System. I will also be adding multiple photographs and creative descriptions.
7. **VISUAL TOUR** - Provide a quality, rich media Internet based showcase of your to give maximum exposure to the largest number of potential home buyers.
8. **YOUR OWN PERSONAL WEBSITE** – www.YourAddress.info will be like a virtual flyer to give buyers access to the details of your home 24-7. Your URL will be on the For Sale sign in your yard!
9. **REALTOR.COM** - Enhance your home's listing on Realtor.com, the #1 consumer website for buyers.
10. **PROPERTY FLYERS & MORE** – I will create a home book, comment cards and flyers for your property. Showcasing additional information and neighborhood information that will attract extra attention.
11. **REAL ESTATE COMMUNITY** – I will include your home in our company tour to allow other agents to see your home first hand.
12. **OPEN HOUSES** – I will create an Open House schedule to promote your home to prospective buyers.
13. **TARGET MARKETING** – I will target my marketing to active buyers and investors in my database that are looking for homes in your price range and area, as well as market your home to the “move-up” community.
14. **DETAILED FEEDBACK REPORTS** – I will provide you with weekly updates detailing my marketing efforts, including comments from prospective buyers and agents that have visited your home.