101 Point Marketing Plan to Sell Your Home

Utilizing 10 Top Systems to Sell Your Home

TOP PRO CERTIFIED EXPERT HOME SELLING SYSTEM

1. Find a buyer for your home or charge you absolutely nothing.
2. Advise our Referral Program of your property listing
3. Provide marketing data to buyers coming from referral network.
4. Call your neighbors to invite to open house to find a buyer.
5. Call my sphere of influence to find a buyer for your home.
6. Meet face to face with my contacts to find a buyer for your home.
7. Attend Community events to promote your home.
8. Attend networking events to find a buyer for your home.
9. Send or email a flyer of your home to the top 20 agents.
10. Syndicate your listing to popular website portals for maximum exposure.
11. Monitor number of showings and feedback for pinpoint pricing
12. Call you once a week to give you an update.
13. Check expired properties that did not sell during their market time.
14. Check competitive properties that have sold in the past six months.
15. Call agents to discuss activity on the properties they have listed in your area.
16. Check the previous sales activity (if any) on your home.
17. Download and review property tax roll information
18. Prepare "Comparable Market Analysis" (CMA) to establish fair market value
19. Obtain and verify accurate methods of contacting you.
20. Gather information to help assess your needs.
21. Review current title information.
22. Measure interior room sizes.
23. Confirm lot size your copy of certified survey, if available.
24. Obtain copy of floor and pool plans, if available
25. Review current appraisal, if available.
26. Identify Home Owner Association manager, if applicable

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27. Verify Home Owner Association fees, if applicable

28. Verify security system's term of service and whether owned or leased.

29. Verify if you have a transferable Termite Bond.

30. Ascertain need for lead-based paint disclosure

31. Verify if property has rental units involved; if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be handled.

32. Compile list of repairs and maintenance items.

33. Prepare showing instructions for buyers' agents and agree on showing time window

34. Discuss your market timing.

35. Discuss your motivation to see if you really want or need to.

36. Discuss your immediate concerns.

37. Ask you questions about the property and you to learn how to better serve you.

38. Discuss your purchase plans and determine if we or a qualified agent can assist you in your new location.

39. Determine how quickly you need to move.

40. Obtain information that will help me to prepare the listing, and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (What do you think the home is worth? How much do you owe on the property?

41. Prepare you by asking you to gather home information: to have copy of deed, current tax bill, copy of a survey, copy of your title policy available (this could potential save you money if you purchased less than three years ago).

42. Obtain one set of keys which will be inserted in the lock box.

43. Perform Interior Décor and Staging Assessment

44. Review results of Staging Assessment and suggest changes to shorten market time.

45. Perform exterior "Curb Appeal Assessment" of subject property.

46. Review results of Curb Appeal Assessment and provide suggestions to attract a buyer.

47. Give you an overview of current market conditions and projections.

48. Provide Home Audit to discuss constructive changes to your home to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer.

49. Provide you with home showing guidelines to help have the home prepared for buyer appointments. (i.e. lighting, soft music, etc.)

50. Review and explain all clauses in Listing Agreement (and addendums).

51. Enter your name, address, phone number, and email address in order to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of your property.

52. Compile and assemble formal file on property

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53. Present Comparable Market Analysis (CMA) to you, including comparables, solds, current listings and expired listings.

54. Offer pricing strategy based on interpretation of current market conditions.

55. Assist you in strategically pricing home to show up in buyer web searches.

56. Discuss goals with you to get you settle where you want to be.

57. Discuss and present current market statistics that affect netting top dollar.

58. Explore method of pricing your property below comparable value to bring the most buyers to your property quickly.

59. Present and discuss my Program to market your home the most effectively and bring the most buyers to you in the shortest amount of time

60. Explore the option of marketing your home with an incentive to the buyer.

61. Prepare an equity analysis to show you expenses, closing costs and net proceeds.

62. Explain the Seller's Property Disclosure Statement you will complete, given to the buyer of your home. This will help you preserve your legal rights.

63. Take full color digital photographs of the inside and outside of your home for marketing flyers, advertisements and the Internet.

64. Set up home warranty, if you choose, to protect your home during listing period and for 12 months after the sale to reassure buyer of the quality of your home.

65. Install hi-tech lock box to allow buyers and their agents to view your home conveniently but does not compromise your family's security.

66. Write remarks within the MLS system specifying how to show your property.

67. Prepare showing instructions for buyers' agents with agreed times.

68. Prepare detailed list of property amenities to have readily available at your home.

69. Prepare MLS property Profile Sheet

70. Proofread MLS database listing for accuracy – including proper placement in mapping function

71. Enter property data from Profile Sheet into MLS Listing Database

72. Electronically submit your home listing information to The Multiple Listing Service for exposure to all active real estate agents in the area.

73. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time listing is input allowing buyers and agents to view pictures when narrowing down homes they will actually tour.

74. Add property to my firm's Active Listings list; provide information in two locations in office for Realtors® when potential buyers call for details.

75. Provide you with signed copies of Listing Agreement and MLS Profile Data Sheet

76. Explain marketing benefits of Home Owner Warranty with you.

77. Assist you with completion of Home Owner Warranty application.

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78. Submit Home Warranty application for conveyance at time of sale.

79. Explain specific marketing available for your property.

80. Ask Marketing Questions for your input in verbiage for online websites.

81. Review Full Service Marketing System and the benefits provided for higher net profit.

82. Offer office tour, online, to provide you with professional feedback.

83. Offer Broker tour if applicable, to promote your property to local Realtors®.

84. Create marketing copy with your input, including your top answers.

85. Prepare mailing and contact lists.

86. Announce Just Listed status to promote your home to family members of neighbors.

87. Create, print, assemble, email or mail compelling flyers to target customers.

88. Check tax records to verify full and complete legal information for MLS printout.



89. Check property's ownership and deed type

90. Check property's public record information for lot size & dimensions

91. Check and verify legal description

92. Check property's land use coding and deed restrictions

93. Check property's current use and zoning

94. Verify legal name(s) of owner(s) in county's public property records

95. Check sales activity for past 12 months from MLS and public records databases

96. Check "Average Days on Market" for property of this type, price range, and location

97. Give weekly updates of competitive properties that are currently on the market.

98. Give weekly updates of competitive properties that have been withdrawn.

99. Give weekly updates competitive properties that are currently under contract.

100. Negotiate the offer of the sale of your home on your behalf and be on your side.

101. Get your home sold in the least amount of time for the highest dollar.

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