101 Point Marketing Plan to Sell Your Home

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.

*Not intended to solicit currently listed properties.