101 Point Marketing Plan to Sell Your Home

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

*Not intended to solicit currently listed properties.