

## Marketing Plan for Sellers

I am committed to offer the highest standards of professional service to all my clients. To assure you that your property is marketed to its fullest potential and to obtain the highest possible market value, I will do the following:

I provide a written evaluation of your home, which covers necessary repairs and decorating tips and also landscaping recommendations. My job is to tell you the truth in what needs to be done to sell your home, not just to come out with a sign for the front yard and hope for the best.

Enter listing into the multiple listing service (MLS).

Place lock box on property, and place “For Sale” sign on property including brochure box with flyers for ‘drive-by’s.

Deliver “New Listing” e-mail flyers to all area realtors, with internet links to complete listing information and photo galleries and also periodically send “reminder” e-mail flyers to all area realtors.

Prepare full-color brochures for your home.

If necessary, I recommend a consultation for interior redesign or home staging, and I will reimburse for the consultation fee at closing.

Schedule property for Tuesday Realtor tour for agents to preview your home.

Submit Photo Gallery of listing to most popular and effective Internet websites, which includes a “Visual Tour” of your home that links to additional real estate websites, using state-of-the-art horizontal and panoramic digital images.

I recommend that the seller offer a 1 year “Home Warranty” to the purchaser of your home. The warranty promotes peace of mind and allows the buyer to feel protected from unknown after-sale problems. I offer to pay for seller’s coverage, which covers your home during the listing period.

**Constantly network with other agents and monitor showings on similar properties, then identify and contact those agents regarding your property.**

Contact all buyer agents who show your home and provide feedback to you via e-mail reports.

Review all marketing activities on a regular basis.

