

## MARKETING YOUR PROPERTY AND GETTING IT SOLD IS ALL ABOUT

TEAMWORK...If you are thinking about selling your house the first thing you need to do is adopt the right attitude. Think of your property as an asset in a business transaction; don't think of it as your home. Your home will be where you are going to go next...Your following step is to find a tech savvy, reputable and professional Realtor® who will do more for you than just put a "for sale" sign and enter your property in the multiple listing service.

Enclosed is an outline of what I do to market our clients™ properties:

### MARKET ANALYSIS

1. Thoroughly inspect your home and outline all the important features and upgrades.
2. Determine the Fair Market Value of your property by doing a detailed written market analysis.

### HOME ENHANCEMENT

1. Prepare a written home enhancement proposal and budget for your approval by recommending repairs and improvements to sell your property for the highest price.
2. Provide Seller with home selling advice of Things To do, Curve Appeal, Home Staging, Selling Process.
3. Provide Seller with home trends and principles.

### SALES PROGRAM

1. Prepare and submit accurate information to the Multiple Listing Service (MLS).
2. Photograph your property for the MLS and Internet web sites. (an average of 75 photos taken)
3. Promote your home at marketing sessions and place you home on our weekly Realtors™ Home Tours.
4. Promote listing info and video through our business website: [shippyrealty.com](http://shippyrealty.com)
5. Promote listing info and video through my Mobile website: [shippyrealty.com](http://shippyrealty.com)
6. Syndicate listing to real estate websites such as: Realtor, Trulia, Yahoo, Google, Zillow, Vast, etc.
7. Upload videos on YouTube and promote listing through our Channel: Shippy Realty
8. Promote your home through social networking avenues; LinkedIn, Twitter, Facebook, Instagram, Twitter, Pinterest, etc.
9. Feature property listing in print media for old school Buyers.
10. Mount a for sale sign on your property to generate drive-by leads.
11. Install a high-security, computerized lock box to facilitate showings and coordinate showings with Seller.
12. Provide business cards, brochures, and video tour link for you to distribute to your friends and business associates.

Give Us a Call Today & Let's Map Out a Plan!