

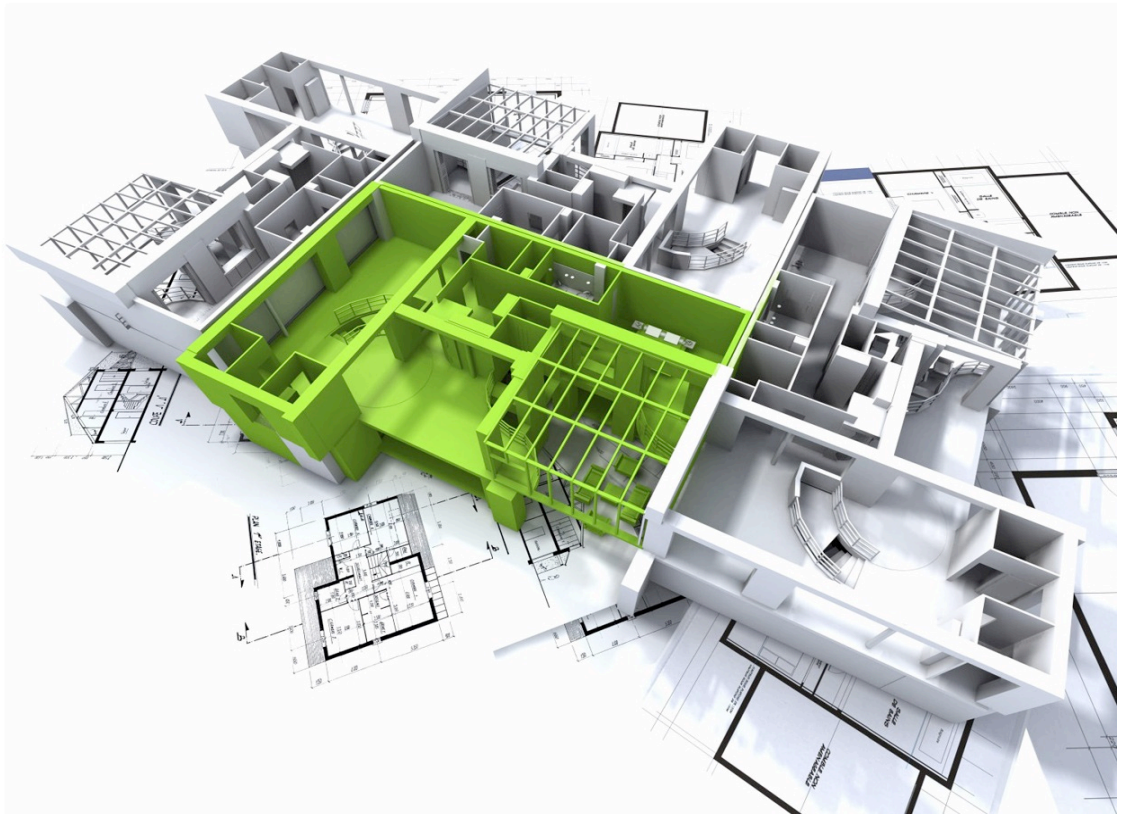


# Marketing PLUS

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Complete Guide To Sell Your House Quickly And  
For the Highest Price Possible

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## PHASE 1 - BEFORE WE LIST THE PROPERTY


1. Research property's ownership and deed type
2. Research property's public record information for lot size, dimensions, additions, permits and other data
3. Research sales activity for past 6-18 months from the Multiple Listing Service and public record databases
4. Establish market price trends
5. Research "*Average Days on Market*" for property of this type, price range, and location
6. Research competition properties that are currently on the market
7. Research competitive properties that have sold in the recent past
8. Research sales activity on your home (if previously listed)
9. Prepare "*Comparable Market Analysis*" (CMA)
10. Establish fair market value
11. Verify Home Owner Association fees and other information, if applicable
12. Determine need for lead-based paint disclosure
13. Verify if property has rental units involved.
14. Copy all lease agreements, verify all rents and deposits
15. Inform tenants of listing and discuss how showings will be handled
16. Inspect property exterior and interior
17. Compile list of repairs and maintenance items
18. Arrange free consultation with a staging firm
19. Review your time schedule

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- Review your plans and goals
  - Make arrangements for new purchase if needed
  - Address your sale and moving concerns in detail
  - Compile a list of the best property features and benefits
  - Create a neighborhood information list (schools, shopping...)
  - Verify property mortgage, taxes, fees, etc.
  - Review the basic marketing plan
  - Review advanced marketing strategies
  - Prepare showing instructions for other Realtors
  - Present current market data
  - Review competing properties currently for sale
  - Evaluate recent sales
  - Suggest the best listing price
  - Determine the most likely sales range
  - Prepare estimate of closing costs and fees
  - Determine estimated net cash proceeds after the sale
  - Review and complete the listing agreement
  - Review and complete other contracts and applicable disclosures
  - Introduce support staff and team members
  - Install secure lock box system
  - Install professional For Sale sign
  - Install QR code scan and link to property site
  - Have professional photos taken
  - Have professional video filmed
  - Prepare a full-color property information sheet
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## PHASE 2 - MARKETING AND PROMOTION

- Submit the property to Multiple Listing Service
- Mail you a copy of the MLS
- Register a custom web domain
- Build a professional website – include HD photos, video, property features and benefits, neighborhood information, schools, etc.
- Email you a property site link for review
- Email property information to all potential buyers
- Launch direct mail campaign to potential buyers
- Mail Just Listed postcards to the area
- Submit the property to **my website**
- Build a Facebook property webpage and email you the link
- Submit property video to YouTube and other video sites
- Review all online marketing syndication channels, such as Google, Realtor.com, Zillow, etc.
- Schedule Broker Open House and promote it to other Realtors
- Review the Broker Open House results and feedback with you
- Show property to all interested buyers
- Review all buyer comments and feedback
- Make changes and adjustments if needed
- Promote the property on Network Referral Program
- Contact you weekly with updates, results and feedback
- Review recent market changes and updates in the area


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- Schedule an Open House if applicable
  - Complete a pre-open house marketing campaign
  - Set up property before Open House
  - Review Open House results and feedback
  - Prepare and review monthly market update
  - Make recommendations based on the latest data
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### PHASE 3 - SALE AND CLOSING

- Prequalify all potential buyers when possible
- Eliminate bargain-hunters and non-qualified buyers when possible
- Receive and review all *Offers to Purchase* contracts submitted by buyers or buyers' agents
- Determine the best negotiating position
- Review all offers in detail with you
- Negotiate the highest price and the best terms on your behalf
- Have all purchase contracts signed by all parties and deliver you all copies
- Promptly record buyer's deposit in escrow account
- Obtain buyer pre-qualification letter from lender
- Provide buyer and/or buyer agent with all applicable contracts, disclosures and documents for signatures
- Schedule and supervise all property inspections
- Review all inspection results with you and make suggestion regarding any repairs needed
- Change MLS status to "SALE PENDING"
- Contact the lender weekly to ensure timely loan processing
- Coordinate property appraisal provide comparable sales data
- Review the appraisal results with you
- Coordinate to assure all contracts, escrow documents, title insurance, and property insurance is processed
- Review property tax payoff and mortgage payoff through escrow
- Coordinate closing process with buyer agent and/or buyer
- Schedule and supervise the final buyer walk-through inspection
- Update all closing forms as needed

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- Review any prorations such as HOA, utilities, etc.
  - Confirm closing date and coordinate with all parties
  - Request final closing figures from escrow
  - Confirm title insurance commitment
  - Handle any last-minute details
  - Coordinate smooth closing on your behalf
  - Arrange possession and transfer of ownership – keys, remotes, security codes, pool keys, etc.
  - Present you with your closing documents and final check
  - Respond to any follow up calls and inquires after closing
  - Assist you to make your move as easy and stress-free as possible so you get to enjoy YOUR NEW HOME
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## TEN QUESTIONS

**Ten most important questions you should ask an agent before signing a listing contract:**

1. How long have you been a licensed Realtor?
2. How many buyers are you working with?
3. How big is your company?
4. How long has your company been in the business?
5. What percentage of your listings sell?
6. What is your average marketing time?
7. Do you have a written guarantee of your service?
8. How often do you stay in touch with me?
9. How are you different from other agents in the area?
10. Why should I hire you?





## PRICING TIPS

- What you paid for your property does not determine it's current market value.
- The amount you need to get out of the sale of your property does not effect it's market value.
- An appraisal does not necessarily determine what your property will sell for.
- What another real estate agent think your property is worth does not determine its value.

### **Here is a tip from The CONSUMER REPORT:**

*“Expect the agent to suggest a price range, but don't let that frame you in. Be aware that some devious agents will, at first, suggest a very handsome price. Then, after they have the listing and the house hasn't sold, they'll come back with a pitch to lower the price.”*

The value of your property is determined by what a ***qualified buyer*** will pay for it. We will *together* determine the best price based upon current competition and recent closed sales in the area.



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