



## 35 POINT MARKETING PLAN

1. Prepare Competitive Market Analysis (CMA) to Determine Fair Market Value Price Range
2. Present Multiple Strategies and Options for Pricing Home
3. Compile List of Upgrades, Improvements and Features to Promote Listing
4. Prepare Seller's Net Sheet showing Proceeds after all Closing Costs and Mortgage Payoff(s)
5. Identify Potential Improvements/Repairs to Maximize Selling Price
6. Cost/Benefit Analysis on Improvements and Repairs
7. Recommend Contractors for Improvements and Repairs
8. Staging Home (Optional)
9. Provide Professional Photography and Maximum Number Photos for MLS
10. Provide Professional Virtual Tour and Utilize Drone Technology where applicable
11. Comprehensive Disclosure Package to Provide Maximum Seller Protection
12. List in Orange County Association of Realtors (OCAR), Southland Regional Association of Realtors (SRAR) MLS or Appropriate MLS
13. Create a Professional Color Flyer Featuring Property and Showcasing Financing Options
14. Install SUPRA Electronic Key and Combo Box Access for Out of Area Agents
15. Professional Yard/Condo Sign(s)/Brochure Box/Professional Flyers
16. Inside Flyer Stand/Full Color Flyers/Listing Agent Business Cards w/ Contact Information
17. Syndicate Listing w/Photos and Virtual Tour to All Major Real Estate Sites to Provide Maximum Internet Exposure
18. List Home on all major real estate websites (Zillow, Trulia, Realtor.com, etc.)
19. Strategically Place your home online as Featured Listing on our Personal Websites
20. Network with Real Estate Networking Organizations
21. Multi-Media Advertising to Promote Listing
22. Daily Prospecting w/Data Base, Lenders and Real Estate Affiliates to find Buyers for your Home
23. Hold Open Houses
24. Hold Broker Open/Caravan (If Available)
25. Follow-up on All Agent Showings/Monitor SUPRA Showing Information
26. Tour Factory Virtual Tour Weekly Viewing Report (Email), Weekly Hot List Distribution
27. Weekly Update on Neighborhood Market Activity (Active, Pending and Sold)
28. Weekly Feedback and Pricing Reviews
29. All Offers Immediately Presented with Pros and Cons of Offer(s)
30. Updated Seller's Net Sheet Showing Seller Net Proceeds with Offer(s) as Written
31. Strategies for Countering Offer(s) to Improve Seller's Net Proceeds
32. Double Lending Application on All Offers to Validate Buyer's Loan Qualifications
33. Continue to Market and Hold Back-Up Offers as Insurance Policy
34. Available 24x7 for any Questions or Concerns
35. Easy Exit Listing Agreement (In Unlikely event Client Unsatisfied with Agent Performance)

