

Success Marketing Plan

My Focus

Understand your specific needs and wants in order to create a success plan that has the greatest chance of achieving your home sales goal. No two homes are the same and market conditions change very quickly so our objective is to customize our marketing to your specific situation and needs.

What I Know

1. It's unacceptable to leave your money on the table
2. Homes sell for two reasons: Price and Exposure
3. The pricing game is all about justification ...Buyer's, Buyer's Agent's, Appraisers
4. Pricing is neighborhood/area specific
5. Pricing and Value can change instantly based on daily market activityclosed sales, new competitive homes and market condition shift

My Role

What you can expect from me as your listing consultant

1. Stay focused on satisfying your needs.
2. Provide continuous comprehensive marketing and recommend the best pricing strategy.
3. Communicate openly and frequently.
4. Respect your time, needs and finances.
5. Represent your best interest in any and all negotiations.
6. Help prepare your home for effective staging and showing.
7. Withhold any confidential information that will affect the sale of your home.
8. Treat all parties honestly.
9. Always ensure we keep a win-win relationship.
10. Put your interest above all others, including my own.
11. Market and promote your home in a professional manner. (Review plan)
12. Proactively solicit multiple offers.
13. Respond to and resolve all issues quickly and timely.
14. Follow up with other agents who show your home.
15. Provide post-closing information and consulting services and assist you with all future real estate needs.

My Three Vital Listing Agent Responsibilities

1. Marketing and Exposure
2. Lead GenerationFinding the buyer
3. Lead ConversionClosing the buyer

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Information technology is changing daily. These changes have a significant impact on the marketing of today's real estate. According to data recently released by Realtor.com, 95% of all buyers use the Internet to search for their new home. These buyers are 9 times more likely to find their home on the Internet than in newspapers, and 34 times more likely to find a home on the Internet they will consider buying as opposed to spotting it in real estate magazines. That is why we feel it is important to place a heavy emphasis on the Internet when marketing and exposing your home to as many potential buyers as possible.

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1. **Place in MLS:** Prepare and submit your listing to SmartMLS which represents over 18,000 real estate professionals and covers all eight Connecticut counties, making it among the top twenty largest MLSs in the country. Though the third smallest state, Connecticut has the highest per capita income in the United States and boasts a massive \$13B in real estate transactions annually.

2. **Syndication:** Once your home is listed on SmartMLS it will be syndicated to close to 100 websites including remax.com, global.remax.com, Zillow.com, realtor.com, trulia.com, google.com, and yahoo.com.

3. **Globalremax.com:** The power of global advertising connects your home to an ever-increasing number of national and international buyers. The “*No One in the World Sells More Real Estate than RE/MAX*” message is seen and heard on network and cable television campaigns, network radio stations, and seen in major consumer print campaigns in publications such as Newsweek, U.S. News & World Report, Money Magazine, and Unique Homes as well as major national newspapers such as USA Today and The Wall Street Journal. All RE/MAX advertising direct buyers to REMAX.com.

4. **Professional Photographer:** I use a professional photographer in order to show your home at its best. Each photo will be enhanced, thereby presenting your home in its best light.

5. **Video of Your Home:** One major recent change in the way homes are marketed on the Internet is to include a video of the home within the listing (this is not a Virtual Tour which is simply still pictures in a slide show format). Videos are a significant tool for two reasons:

- Buyers love videos! Per Realtor.com®, a listing with an attached video is 50 times more likely to be viewed than a listing without a video.
- Websites with videos receive a significantly higher ranking on major search engines such as Google and Yahoo.

6. **Single Property Website** (with the ability to share on Facebook and Twitter) that is specific to your property.

7. **Color Home Fliers** for potential buyers and their real estate agents.

8. **Social Media Posts** (with the ability to share on Facebook and Twitter).

9. **Facebook ADs** as this is a powerful advertising medium.

10. **Jumbo Postcard** for snail mail marketing.

11. **ePostcard** for online marketing.

12. **Virtual Tour.**

13. **Home Book** for display at the property. It will include photos, home information, disclosures, and additional information for the prospective buyer.

14. **Signage** - We will maximize the showing potential of your home using professional signage. The National Association of Realtors reports that the sign is one of the top five ways buyers located their home.

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15. **Drone Photography.**

16. **3D Tours.**

17. **Virtual Staging.**

18. **Staging:** We will suggest constructive staging changes for the property in order to ensure your home shows well. This will help your home yield the highest price the market will allow from interested buyers.

19. **Electronic Lock Box:** Arrange for and coordinate showings using a high-security electronic lockbox on the property to easily facilitate showings. A record of users is available instantaneously, so we always know who has visited your home.

20. **Host Brokers Open House:** We will provide lunch to introduce your home to the brokerage community by distributing marketing materials and obtaining feedback from the attending REALTORS®. This extra service provides us ample time to review the features of your home and its benefits.

22. **Text Marketing:** We will attach a rider to the real estate sign in your yard which signals to anyone interested in learning more about the property to use their cell phone to request information via text message.

23. **Paid Lead Sources.**

24. **Office Notification:** We will promote your property to our agents and staff within 24 hours of it being listed on SmartMLS.

25. **Seek Potential Buyers:** We will contact our buyer leads, spheres of influence, and past clients to look for potential buyers for your home.

26. **Send Flyer to Neighbors:** We will send a "New Listing" flyer to residents in your immediate neighborhood promoting the features and lifestyle benefits of the home.

27. **Door Knock:** 30 closest neighbors.

28. **Call** 50 neighbors.

29. **Notify** area's top agents

30. **Communication:** Follow up on showings and advise you of results and comments.

31. **Seller's Weekly Progress Report:** Sold properties, competition in the market, absorption rate, showings, feedback from showings will be sent to you periodically.