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HOW I SELL YOUR HOME – 25 STEP MARKETING PLAN

COMMUNICATING

1. **Market update** - Keep you up-to-date on listing and selling market conditions in your area. You will be connected to our MLS feed and receive any new updates about home sales in your area.
2. **Keeping You Informed** – Provide updates on all activity regarding your home: agent showings, open house attendance, sign inquiries, etc-

PREPARING YOUR HOME FOR SALE

3. **Home Preparation** - Room by room checklist to make your home show more like a model home And to help with a sale more likely, to interested buyers.

PROMOTING YOUR HOME TO REAL ESTATE AGENTS

4. **MLS Exposure** - Submit your home listing for exposure to all agents in our Multiple Listing Service system.
5. **Personal Promotion to Agents** - Send out personal email to all agents working in our area about your home.
6. **Exposure to the Real Estate Board and Agents** - Promote your home by distributing brochures, and making personal announcements at real estate board meetings.

PROMOTING YOUR HOME ON THE INTERNET

9. **Internet Exposure on Trulia & Zillow** – Premium position on Trulia & Zillow to receive all leads on your property thus bringing up the chances of generating the buyer to purchase, reducing your total commission.
10. **Virtual Home Tour** - Prepare a professional virtual home tour and selling feature presentation for your home so that buyers can experience the uniqueness of your home 24 hours a day. We will have quality material with which to market your home.
11. **View from Above** – With today's buyers (which include a large mass in the Gen X and Gen Y), impressing them with your virtual tour through drone footage which will give a bird's eye view of your property.
12. **Exposure on Postlets** – Utilize the direct feed website on Postlets for exposure automatically on high traffic sites such as Craigslist.com, backpage.com, edgeio.com, hotpads.com, livedeal.com, oddle.com, propmart.com, vast.com, viewmylisting.com, Youtube.com
13. **Facebook** – Exposure on county Facebook page over 12,000 members and company Facebook page, LinkedIn, Instagram, Google+

PROMOTING YOUR HOME IN YOUR LOCAL AREA

14. **Neighborhood Promotion** - Deliver flyers to neighbors inviting them to open house.
15. **Target Market Promotion** - Promote your home in my monthly email news letter to all prospects and previous clients.

ADVERTISING YOUR HOME

16. **Print Advertising** - Promote your home in local 2 neighborhood magazines through Quantum Marketing.
17. **Custom Home Descriptions** - Create a custom flyer of features and lifestyle benefits of your home for use by cooperating agents showing your home.

SHOWING YOUR HOME

18. **Easy Access for Showings** - Enhance convenience of buyer viewing by placing home on a secure electronic lockbox which registers each agent as they access your property.
19. **Open House Promotions** - Promote your home to the public through Open Houses, at your convenience.
20. **Professional Signs** - Maximize showing exposure through professional signage.

MANAGING HOME BUYER "LEADS"

21. **Tracking Interest** - Track all home showings through our electronic lockbox system and automatic feedback portal for agents.
22. **Potential Buyer Motivation** - Follow-up on phone with all agents who have shown your home to answer questions, and further motivate buyer interest.

MANAGING THE TRANSACTION

23. **Potential Buyer Evaluation** - Ensure that any offers from buyers are pre-qualified and capable of closing on the purchase.
24. **Negotiations** - Represent you in contract negotiations with buyers to help generate the highest selling price for the home.
25. **Managing the Closing** - Coordinate escrow with title company, be informed with financing contact, and coordinate closing activities on your behalf to ensure a smooth, hassle-free closing.