

# MARKETING PLAN

## The Objectives are the Following:

1. To assist in getting as many qualified buyers as possible into your home until it is sold.
2. To communicate to you, weekly, the results of our activities.
3. To assist you in negotiating the highest dollar value . . . Between you and the buyer.

## The Following are Steps I Take to Get a Home Sold . . . The “Proactive Approach:”

1. Submit your home to our local Multiple Listing Service, Paragon MLS.
2. Price your home competitively . . . To open the market vs. narrowing the market.
3. Promote your home at sales meetings, locally and in other appropriate market areas. And when possible, have the cooperating Brokers in the area tour your home.
4. Develop a list of features of your home with photos and floor plans for the Brokers to use with their potential buyers.
5. Email or fax a features sheet to the top 50 agents in the marketplace for their potential buyers.
6. Suggest and advise as to any changes you may want to make in your property to make it more saleable.
7. Constantly update you as to any changes in the market place.
8. Prospect TWO hours per day, four days per week, and talk to as close as possible to 30 people per two-hour session, looking for potential buyers.
9. Contact, over the next seven to ten days after the listing contract is signed . . . buyer leads, center of influence leads, local Brokers that have recently sold homes in the surrounding area and past clients for their referrals and prospective buyers.
10. Add additional exposure through — Direct mail cards to targeted prospects. Installation of a professional sign and lock-box. Provide Internet exposure by placing ads, posting photos and videos or their links on various web sites and YouTube.
11. Host a Broker's Open House and/or luncheon, to entice all agents to actually come see the property. Often, as further incentive, a drawing is held to give away a gift certificate or other prize to a lucky visiting agent.
12. If needed, after the first 30 days of marketing the property has no offers, which is rare in this market, we will discuss **new strategies and pricing**.
13. Whenever possible, pre-qualify the prospective buyers and always check the qualifications of buyers that submit offers.
14. Keep you aware of the various methods of financing that a buyer might want to use.
15. Follow-up on the salespeople who have shown your home . . . for their very valuable feedback and response.
16. Assist you in arranging interim financing . . . if necessary.
17. Represent you on all offer presentations . . . to assist you in negotiating the best possible price and terms.
18. Handle all the follow-up once a contract has been accepted . . . home inspection issues and all mortgage, title and other closing procedures.
19. Deliver your check at closing.



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