

SON LE MARKETING PLAN

Before we execute a listing agreement...

- Ⓟ Understand your needs, thoughts, and decision to sell your house
- Ⓟ Prepare pricing recommendations by analyzing recently sold properties, homes that did not sell, and pending contracts, and review current competition on the market.
- Ⓟ Prepare a report of current market conditions that will affect the sale of your property.
- Ⓟ Research tax information on your property.
- Ⓟ Obtain special assessment information, loan information, utility costs, etc.
- Ⓟ Prepare several financing plans to attract prospects.
- Ⓟ Recommend possible improvements to yield the highest price.
- Ⓟ Provide you with instructions for showing appointments.
- Ⓟ Assist you in the presentation of your home to yield the highest price.
- Ⓟ Prepare and explain an estimate of closing/settlement costs and net proceeds.
- Ⓟ Prepare a market update to review market conditions and prevailing interest rates.
- Ⓟ Discuss possible inclusions/exclusions and personal property.
- Ⓟ Assist you with information about your destination city (if you are moving from this area).
- Ⓟ Provide information regarding home inspection and appraisal procedures.

When we begin the marketing process...

FIRST PHASE

- Ⓟ Arrange for photographs
- Ⓟ Install a sign in your yard to attract "drive-by" prospects.
- Ⓟ Verify all property information
- Ⓟ Fax information to all area offices.
- Ⓟ Enter property information into Multiple Listing Service data base, which will expose your property to all licensed members.
- Ⓟ Install a lock box to facilitate showings by all agents and brokers.
- Ⓟ Contact current prospects to offer a private showing.
- Ⓟ Search for additional prospects using the Multiple Listing database.
- Ⓟ Cross sell your property at our sales meeting.
- Ⓟ Arrange for an office tour of your home.
- Ⓟ Prepare special feature cards and flyers
- Ⓟ Counsel you regarding preparing your home for sale
- Ⓟ Send weekly status summary and showing reports

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SECOND PHASE

- Ⓟ Prepare effective classified ad and brochures
- Ⓟ Conduct telemarketing program to zone market
- Ⓟ Call local real estate offices to give them advance information.
- Ⓟ Set up information/brochure box
- Ⓟ Advertise in secondary publications when necessary (this or like properties.)
- Ⓟ Prepare a feature sheet with a list of all benefits/features of your property.
- Ⓟ Prepare a home display book.
- Ⓟ Prepare financing packages of possible ways for prospects to buy your home.
- Ⓟ Review the property to check condition

THIRD PHASE

- Ⓟ Conduct direct mail program to zone market
- Ⓟ Conduct direct mail program to move-up market
- Ⓟ Provide information about the purchase agreement and negotiations.
- Ⓟ Send weekly summary and showing reports
- Ⓟ Hold your house open if appropriate.
- Ⓟ Provide you with opportunities to evaluate my service through performance survey.

FOURTH PHASE

- Ⓟ Direct mail program to top broker list
- Ⓟ Conduct broker open house
- Ⓟ Direct mail program to personal sphere of influence
- Ⓟ Send weekly summary and showing reports
- Ⓟ Provide updates regarding changes in current market conditions.

FIFTH PHASE

- Ⓟ Send weekly summary and showing reports
- Ⓟ Pricing Strategy Conference

At the time an offer to purchase agreement is received...

- Ⓟ Prepare an estimate of seller expenses, closing costs, and net proceeds.
- Ⓟ Discuss qualifications of the prospective buyer
- Ⓟ Current situation and buyer profile
- Ⓟ Buyer motivation
- Ⓟ Ability to purchase
- Ⓟ Review the purchase agreement for completeness and accuracy.
- Ⓟ Represent you during the presentation of all contracts and negotiate on your behalf to obtain the best possible price and terms for your home.
- Ⓟ Prepare a calendar of key upcoming actions (i.e., loan approval, inspections, closing).
- Ⓟ Explain all details and contingencies.
- Ⓟ Deliver all counter-proposals promptly.
- Ⓟ Preview any contingency properties.
- Ⓟ Maintain rapport and communicate with the other agents involved in the transaction.

While your transaction is pending...

- Ⓟ Deposit earnest money as required by law.
- Ⓟ Order title insurance, deed, affidavit, survey, home owner association reports.
- Ⓟ When appropriate, meet appraiser at property and present market data.
- Ⓟ Coordinate termite, roof, property, water, appliance, septic, radon, etc. inspections.
- Ⓟ Review the inspection reports with you.
- Ⓟ Give a weekly report of pending details.
- Ⓟ Follow up with borrower's lender.
- Ⓟ Post sale as "pending" on Multiple Listing records, put up "Sold" sign when all contingencies are met.
- Ⓟ Assist cooperating agent with any problems relative to the sale.
- Ⓟ Order mortgage demand(s).
- Ⓟ Schedule the closing.
- Ⓟ Locate a new home or condominium, if desired.

At the time of closing or settlement...

- Ⓟ Discuss proceeds and closing statement with you.
- Ⓟ Attend the closing and answer your questions.
- Ⓟ Coordinate possession of property.
- Ⓟ Maintain a file of all closing papers.
- Ⓟ Arrange for transportation to the closing if desired.
- Ⓟ Explain pay-off.
- Ⓟ Arrange for payment of expenses from closing proceeds.
- Ⓟ Coordinate all final inspection documents.
- Ⓟ Coordinate the transfer of utilities and keys.
- Ⓟ Pick up yard sign and key lock box.
- Ⓟ **Deliver your check!**

Your thoughts are important to us...

Tell us why your home is special!

The following information will assist us in preparing a personalized marketing plan for your property:

What attracted you to this property when you purchased it?

What are some of the home features that you have really enjoyed?

What are some of features about the immediate area that you and your family enjoy?

What 3 things would you change about your home if you stayed another 5 years?

I think my home is well-suited to a : _____
(Type of buyer)

because it has these features:
