

40 Point Marketing Plan

Before Putting The Home On The Market

- 1 Meet with Team Member to discuss best strategy for selling
- 2 Market analysis completed & sales price established
- 3 Provide you a Seller's Net sheet
- 4 Supra Lockbox installed
- 5 Suggest changes to make the home more saleable and attractive to buyers
- 6 Seller complete repairs/improvements/move stuff to storage
- 7 Review and explain all clauses in Listing paper work
- 8 **Buyer Home warranty paid on your behalf**
- 9 **Professional photography taken**
- 10 **High Quality Video Walk Through filmed**
- 11 Sellers disclosures completed
- 12 Provide seller with a Showing Checklist
- 13 **Door knock surrounding homes**
- 14 Professional yard sign installed, 24/7 sign rider
- 15 Just listed postcard campaign to the neighborhood.

First 24 Hours On The Market

- 16 Input into MLS for maximum buyer exposure.
- 17 Have seller review MLS details & Photos
- 18 Provide seller copies of any advertising specifically digital marketing
- 19 Flyer for Kitchen counter with single property website
- 20 Shoe covers provided for showings
- 21 Premier exposure on
- 22 Zillow.com, Realtor.com, Trulia.com, Homes.com
- 23 ColdwellBanker.com, HomeSoldUtah.com
- 24 Over 900 websites (full list available upon request)
- 25 **Single property website**
- 26 **Email property to thousands of agents**
- 27 **Paid photo advertising on Facebook & Instagram**
- 28 **Paid Video walk through ad on Facebook**
- 29 **Facebook live property tour walk through**
- 30 **Video on Zillow**
- 31 Open House on Saturday

As Necessary

- 32 Research ownership, land use and deed type with Title Company.
- 33 **Schedule Property showings with Centralized Showing Service**
- 34 Update sellers of activity on property and market changes (Every Tuesday)
- 35 Track and analyze showing feedback (Email you all feedback from showings)
- 36 Follow up with all buyer inquires within 15 minutes 7 days per week.
- 37 Communication as needed (2 hour response time)
- 38 Improve property based on showing feedback
- 39 Price reduction if needed (after 30 days)
- 40 Receive offers