



Active Marketing Plan

In order to get your home Sold in the right time; for the Best Price; and with the Least Stress I will:

1. Submit your home to our local Multiple Listing Service.
2. Submit your home to Realtor.com and other real estate websites.
3. Submit your home to many social media sites (Craigslist, Facebook, etc.)
4. Help you to price your home competitively so that as many buyers as possible are exposed to it.
5. Promote your home at our office meeting and host an office tour if necessary.
6. Ask you to write down the 10 things you liked best about living in this home and then develop a fact sheet of your home for the agents to use with their potential buyers.
7. Send the listing info to the top XX agents in the marketplace and to any agent who's represented a buyer here in the past year for their potential buyers.
8. Talk with you about offering incentives to the other agents and to potential buyers that may help your home sell.
9. Suggest and advise as to any changes you may want to make in your property to make it more saleable.
10. Constantly update you as to any updates or factors in the marketplace.
11. Follow-up with the salespeople who show your home. This will allow me to get the buyers' feedback and response. I will share this information with you.
12. Prospect 2 hours per day and talk to 16 people per day looking for potential buyers.
13. Contact my buyer leads, sphere of influence and past clients for their referrals and prospective buyers.

YOUR COACHING MATTERS



"Success is doing what you said you'd do consistently, with Clarity, Focus, Ease and Grace" -Maria Nemeth

14. Add additional exposure through a professional sign and lock-box.
15. Make the home accessible with a brochure box, text service, or 1-800-infohomeline number.
16. Pre-qualify the prospective buyers whenever possible.
17. Keep you aware of the traditional and innovative financing available for your home
18. Represent you on all offer presentations and negotiate with your input the best possible price and terms.
19. Handle all follow-up and details during the closing process and advise you on any issues that may arise.
20. Refer you, with your permission, to a great agent in the city you are moving to.

Cancel the listing anytime at no charge to you with 24 hour written notice.

Professional Agent