

Real Estate Marketing Plan of John Mosier Agent at Keller Williams Check Realty

Here are the steps that we will take in marketing your home:

We Do the Things Most REALTORS® do:

1. Your home will be marketed every day until it is sold.
2. To make other REALORS® aware of your home, we will list it in the Prescott Area Multiple List Service (MLS).
3. We will conduct Open Houses to show your home to other Agents and their prospective Buyers.
4. We make up a book of neighborhood information to show to prospective home buyers. This book contains a neighborhood profile, plat map, surveys, satellite photographs, disclosures and other materials. Many of these are required during escrow, so having them ahead of time will make the escrow go smoother and faster.
5. We will prepare brochures to be used during Open Houses that will provide additional detailed information on the house.
6. We advertise regularly in the Prescott Courier and in other publications.

We Apply the Newest Technology to Present Your Home to Internet Buyers:

1. We have just established a mechanism for gathering FEEDBACK on each and every showing of your listing. Using this system will allow you as the Seller to be aware of every showing and to also know how the showing agent and their client feels about your home. Specifically we will get feedback regarding your asking price, any showing problems, or any other question that you may feel is significant. [Here is more information.](#)
2. Our office makes an "Office Tour" whereby about 35 to 40 of our agents will tour home when it is first listed. This gives agents a preview of your property thus getting a head start on exposing your home to many REALORS® This also gives us an opportunity for several other experienced agents to give valuable feedback and to make suggestions on your home. Some of them may even have a prospective Buyer in mind for your home!
3. We have a new way to display your home to prospective buyers using a business card size CD. This is specific to your property and will allow a prospective buyer to see a presentation on your house. It has the power to connect virtual tours, technical information, maps, surveys, and other information specific to your home. Click on the image at the right for more information on this powerful new tool.
4. We will take high-quality digital photographs of your home. These will be used to make brochures, printed advertising and at least one virtual tour.
5. We make extensive use of virtual tours to show off your home. One of the best of these is TourFactory.com. This tour website offers direct connection to Realtor.com, one of the most widely used sites for reaching buyers who are not local to Prescott. [See an example of Our Virtual Tours.](#) We can also do the [Virtual Tour for Land!](#)
6. We have several Internet Websites that will expose your property to local buyers as well as many from out of state.
 - γ PrescottPrestigeProperties.com
 - γ PrescottPrestigeProperties.info
 - γ AllAboutPrescott.com
 - γ PrescottMapsandPictures.com
 - γ PrescottMapsandPictures.info
 - γ
7. We have many years of experience in selling on the Internet. We have earned a couple of



designations (**ePro**) and (**eagent**) that show that we know how to use these powerful new tools to communicate with thousands of prospective Buyers on the Internet.

8. We have a direct Toll Free Phone Number (800) 990-8142. This will allow out of area buyers to reach us more easily
9. We routinely advertise to other REALTORS® in the Phoenix Area, as well as REALTORS® in California.

John Mosier

[Send E-mail](#)

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