YOUR PERSONAL 25 POINT MARKETING PLAN FOR THE SALE OF YOUR HOME

- 1. Provide you with a Comparative Marketing Analysis (CMA) on your home. This will assist us in deriving a list sales price for your home that will coincide with today's market.
- 2. Provide you with a professional designer to assist you in staging your home for showing (not applicable with vacant homes).
- 3. With your permission, have a virtual tour of your home placed on the MLS.
- 4. Photograph the interior and exterior of your home.
- 5. To enhance maximum exposure of your home to potential buyers, your home will be submitted to the North Texas Real Estate Information System (MLS).
- 6. Provide you with a copy of your color, two page listing graphic for your approval.
- 7. A professional sign will be placed in front of your home and in the case of golf course lots, the back of the home.
- 8. Provide a call-capture 800 number information sign in front of your home. This will give prospective buyers information about your home and "capture" their phone number so that I can schedule a personal showing.
- 9. Place color graphics, disclosure statements, survey and financing options in your home for potential buyers.
- 10. Your home will placed on the following web sites:
 - DawnRoseRealty.com
 - KellerWilliams.com
 - Realtor.com (nationwide exposure)
 - Yahoo.com
 - Trulia.com
 - Cyberhomes.com
 - Homescape.com
 - CNNMoney.com
 - Point2Homes.com
 - Google.com
 - Realestate.aol.com
 - Yuvie.com
 - Thewiseagent.com
 - Zillow.com

972-839-0103 www.DawnRoseRealty.com

- 11. Distribute copies of the graphic of your home to over 500 Keller Williams sales agents in Collin and Dallas counties for their prospective buyers.
- 12. Place your home on the Keller Williams office tour.
- 13. Network with Collin County's top Realtors® at our weekly board meeting for the Collin County Association of Realtors about your home.
- 14. Place your listing on program that runs continuously on the Keller Williams Plano plasma television, located in the lobby of our office.
- 15. Suggest and advise you on ways to make your home more marketable to the buyers.
- 16. Twice per month hold an "Open House" on your home for the general public.
- 17. Work with other listing agents in your neighborhood to hold a "neighborhood open house" early in the listing period.
- 18. Mail color "Just Listed" post cards to your neighbors and my database within the first week of being listed.
- 19. Contact all realtors that show your home for the feedback and response from them and their buyers. You will also have 24 hour feedback on showings via the web.
- 20. **PERSONALLY COMMUNICATE** feedback from your showings/previews on at least a **WEEKLY BASIS**.
- 21. In addition to weekly calls on showings and updates, I will also provide you with a monthly activity report containing:
 - An overview of the marketing being done on your home.
 - Feedback from agents and buyers that viewed your home.
 - Updates on competitive homes new on the market.
 - Number of homes that sold within the first 30 days.
- 22. Pre-qualify all prospective buyers making offers.
- 23. Represent you when presenting all contracts and assist you in negotiating the best possible price and terms for you.
- 24. Present your home on social media websites such as Facebook.com and Twitter.com.
- 25. Blog about your home on my professional blogsite: www.DawnRoseRealty.wordpress.com.

This is my personal commitment to you. Thank you very much for allowing me the opportunity to work with you on the sale of your home.

- Dawn Rose