

Thirty-Day Marketing Plan

- 1) Sign all paperwork, put up yard sign and lockbox.***
- 2) Discuss your expectations, goals, and strategies.***
- 3) Initiate 180-day seller warranty with American Home Shield Warranty.***
- 4) Counsel you on getting your home ready for the selling process.***
- 5) Enter listing into Metro Listing Service (MLS) and First Multiple Listing Service (FMLS).***
- 6) Take interior and exterior digital photos, schedule professional virtual tour.***
- 7) Prepare full-color custom property flyers.***
- 8) Prepare custom seller's presentation book and tabletop display.***
- 9) Prepare still photo tour with detailed descriptions of property for internet exposure.***
- 10) Turn in ad for photo magazine.***
- 11) International internet exposure through Keller Williams's website, my own personal website, Realtor.com, and other consumer real estate websites.***
- 12) Announce new listing in company meeting.***
- 13) Hold public open house and agent caravan luncheon to increase exposure.***
- 14) Mail out "Just Listed" cards to neighborhood and surrounding area.***
- 15) Personal phone calls to current listing agents in the neighborhood.***
- 16) Send flyer to targeted selling agents in North Fulton County, South Forsyth and surrounding area..***
- 17) Prospect for buyers every day.***
- 18) Provide you weekly market updates, showing activity and feedback.***
- 19) Provide you contract guidance and assistance throughout entire transaction process.***
- 20) Coordinate inspections, contractor quotes, repairs, etc., as needed.***
- 21) Communicate from contract to closing by keeping you informed throughout—inspection, buyer's mortgage, title work, termite clearance, walk-through, warranties, and other closing procedures.***
- 22) Represent your interests during the presentation and negotiation of all offers and inspections.***

My goal...

- Get top dollar for your home in the least amount of time with the least amount of hassle!***
- Deliver exceptional service and make every real estate transaction a smooth and positive experience for you!***
- Integrity...Experience...Results!***

