



My 14-step Marketing Plan

My 14-step marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer: *Prospective homebuyers, local real estate agents and investors.*

I will:

1. Price your home strategically to be competitive with the current market and current price trends.
2. Stage your home to showcase features that buyers are most interested in: uncluttered rooms and closets, fresh paint and pleasing drive-up appeal.
3. Place *For Sale* signage, complete with property flyers that are accessible to drive-by prospects.
4. Advertise your home in local print media, American Lifestyle Magazine, and on the World Wide Web.
5. Distribute *Just Listed* marketing to neighbors, encouraging them to tell their family and friends about your home.
6. Optimize your home's Internet presence by posting it on local and global MLS systems and adding multiple photos and creative descriptions.
7. Create a *Virtual Tour* of your home and place it on multiple websites to attract local and out-of-town buyers.
8. Target my marketing to active real estate agents that specialize in selling homes in your neighborhood.
9. Create a home book, DVD, comment cards and flyers for your property. Showcasing additional information and photos of your home and neighborhood will attract extra attention.
10. Include your home in our company MLS tour to allow other agents to see your home first hand.
11. Advertise your home in Keller Williams' Home Buyers magazine, neighborhood newsletter and direct mail campaigns.
12. Constantly monitor the market to be sure your home is positioned to sell.
13. Target my marketing to active buyers and investors in my database that are looking for homes in your price range and area.
14. Provide you with weekly updates detailing marketing efforts, including comments from prospective buyers and agents that have visited your home.