


Cindy's Marketing Plan

Following is a list of things I will do to sell your home quickly for the most money and with the least amount of inconvenience to you:

1. **Price Analysis:** I will help you to choose a price that will cause your home to sell and get you the highest price possible.
2. **Advertise from your property:** I will post a Keller Williams sign in your front yard with applicable riders and directional signs, if deemed necessary.
3. **Street flyers:** If we decide this is the best strategy for your property, I will attach a flyer box to your yard sign and keep it stocked for potential buyers.
4. **In-home flyers:** I will create a personalized graphic and place it in your home for buyers to take during a showing so they can remember your property.
5. **In-home packet:** I will create a packet of material to help buyers with possible questions regarding your home (i.e. floor plan, tax card, survey, plat, neighborhood covenants, property disclosure, and/or MLS listing). They can view this inside your home and I can provide a copy if needed.
6. **Lock box:** I will install a lockbox securely to your home that will give easy, yet secure, access to other agents. This can be by Sentrilock or Combo lock.
7. **MLS:** I will enter your listing into the Multiple Listing Service. Included in this listing will be colorful photographs that enhance your property features along with individual captions describing each image (professionally taken if warranted), a virtual tour (if warranted), and additional documents available (such as the property disclosure, etc.).
8. **Websites:** I will keep your listing active on numerous websites, including but not limited to:  Realtor.com,  Realtracs.com,  ActiveRain,  Google,  KW.com,  Yahoo,  Craigslist,  Facebook,  Trulia,  Twitter,  Zillow,  Vast,  Frontdoor,  Hotpads,  Oodle,  MySpace,  DotHomes,  Enormo,  Backpage,  LinkedIn,  Postlets,  Homefinder.com, my website, and others.
9. **Mailings:** If deemed appropriate, I will mail “just listed” cards to neighbors.
10. **Networking:** I will, via email, verbal contact, and/or flyers, spread the word to other agents. I will hold open houses, if wanted, as well to attract buyers.
11. **Feedback:** I will provide you with feedback after showings via phone and/or email. I will also continually update you on the market and reevaluate the property pricing, etc. either bi-weekly or monthly based upon need. My goal is to keep you informed and provide you with the best service possible.