

# a guide to **selling** your home

## **My Listing/ Marketing Plan**

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My listing/marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. *Prospective homebuyers, local real estate agents and investors.*

### **My Objectives are the following:**

- *To assist in getting as many qualified buyers as possible into your home until it is sold.*
- *To Communicate to you weekly the results of our activities.*
- *To Assist you in negotiating the highest dollar value... between you and the buyer.*

### **I will:**

1. Price your home strategically to be competitive with the current market and current price trends. Open the market vs. narrowing the market
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 15% bigger from most competitors
4. Develop a list of features of your home for the Brokers to use with their potential buyers.
5. Hire Professional photographer to take pictures of your home.
6. Distribute *Just Listed* marketing to neighbors, encouraging them to tell their family and friends about your home.
7. Optimize your home's Internet presence by posting it on local and global MLS systems and adding multiple photographs and creative descriptions.
8. Create a 360° virtual tour of your home and place it on multiple websites to attract local and out-of-town buyers.
9. Fax a features sheet to the top 30 agents in the marketplace for their potential buyers.
10. Prospect 3 hours a day and talk to 25 people per day looking for potential buyers.  
Source = websites, search engines, homegain, neighborhood calls/door knocks
11. Include your home in our company/MLS tour to allow other agents to see your home first hand.



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12. Advertise your home in my direct mail campaigns. Database of approximately 5000 agents (NYC)
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 my marketing efforts, including comments from prospective buyers and agents that have visited your home.
15. Negotiate best possible price and terms
16. Constantly update you as to any changes in the marketplace.
17. Target my marketing to active real estate agents that specialize in selling homes in your neighborhood.
18. Use a DID line on signs & advertisements to personally generate buyer leads for your home.
19. Follow up on the salespeople who have shown your home... for their feedback and response.