

LISTING PLAN OF ACTION TO GET YOUR PROPERTY SOLD



MARC GEORGE
RESIDENTIAL


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Thank you for the opportunity to help you with all of your future real estate needs. It's an honor and privilege that you would consider hiring me to guide you through this exciting time.

Enclosed in this package are the answers to the 3 things all sellers want to know.

1. What will your home sell for?
2. How long will it take?
3. What is Marc going to do to make that happen?

Your Future Realtor,



Marc George



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Seller Timeline

Our local agent days on the market average is 56 days.
 Marc George's days on the market average is 23 days.

List with Marc George to sell a month sooner!



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My Objectives

- To attract as many qualified buyers as possible to your property.
- To communicate to you, the weekly results of my Marketing Plan of Action.
- To sell your home for the highest price possible in the shortest time.

My Commitment To You

- Provide exceptional five star service.
- Negotiate the highest price and most favorable terms for you.
- Exceed your expectations.
- Market your property to the fullest potential.

My Qualifications To Sell Your Home

- Full time Real Estate Agent since 2008.
- Have had the great fortune of selling over 700+ homes.
- Top 2% of all Central Florida realtors since 2012.
- Over \$125 million in real estate sold!



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10 STEPS WE TAKE TO SELL YOUR HOME

1 SUBMIT Get your home seen by everyone everywhere

- We submit your home to all the places that buyers go today to search for properties:
 - Multiple Listing Service (MLS), Realtor.com and CFLSold.com.
- And all of our social media channels:
 - Facebook, LinkedIn, YouTube and Twitter.



2 PRICE Price your home correctly from the start to get the highest possible market value

- To open the market rather than narrowing it, your home has to be priced competitively.

3 PROSPECT Actively prospect every day for potential buyers

- Talk to as many people as possible looking for potential buyers for your home.
- Contact all buyer leads, sphere of influence and past clients and their referrals.
- Pre-qualify prospective buyers every time.



4 PROMOTE Share your listing with other real estate professionals through reverse prospecting tool

- We promote your home at our weekly company sales meetings.
- We Invite cooperating brokers in the area to tour your home.

5 WE HAVE BUYERS NOW! Add your home to our buyer database

- We have a database of thousands of active buyers.
- We can put the details of your home against our database for pendent match inventory.



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6 SYNDICATE

90+% of all home buyers start their search online

- Syndicate your listing on hundreds of the largest consumer real estate websites available worldwide.



7 VIRTUAL TOUR

Custom virtual tour created and posted online

- Convenient online viewing of your listing from anywhere in the world 24/7.
- Drone photography where appropriate.
- 3D home viewing where appropriate.



8 ADVISE

Suggest any changes you may want to make to your property to make it more saleable

- Constantly advise you as to any changes in the marketplace.
- Keep you aware of the various financial methods available.
- Weekly email and voice communication throughout the process.



9 REPRESENTATION

Represent you on all offer presentations to assure you in negotiating the best price and terms

- Assist you in arranging interim financing, if necessary.
- We average 98.9% of the list price.
- Our average days on the market is less than 30 days.

10 CLOSING

Handle all follow-up upon a contract being accepted

- Full time licensed staff member on hand to assist with your transaction.
- Handle all mortgage, title and other closing procedures.
- Wire your funds at closing.



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Common Questions and Concerns

What are you going to do to sell our home?

You may not be aware that there are two types of real estate agents, passive and active. I am an active agent. This means when you list your home with me, I'll spend my time actively and aggressively marketing your home to the public and to other agents in the community. Please read my 10-Step Marketing Plan on the previous 2 pages in its entirety.

What if we list high and come down later?

In today's market a large majority of buyers will not even look at property that is overpriced. You want the largest number of qualified buyers looking at your home. Would you rather list at the right price to be able to turn offers away, or not get any at all?

What if another agent said they would do it for less?

Have you considered that this is an incentive based business? As you lower the incentive for the agents trying to sell it, the less cooperating agents want to show it. Do you want all hands on deck?

What if we are considering another company?

The reality is, the company doesn't sell your home, it is the individual agent that you choose. I am committed to being that agent. Compare my track record versus the other agents.

What if another agent said they could get us more money?

An agent that lists your home overpriced is often afraid to tell you the truth up front or just wants a listing to cultivate other leads, then beats you up for price reductions— is that what you want? Buyers are the ones that tell us what they are willing to pay for a house like yours, not the agent.

How long is your listing agreement?

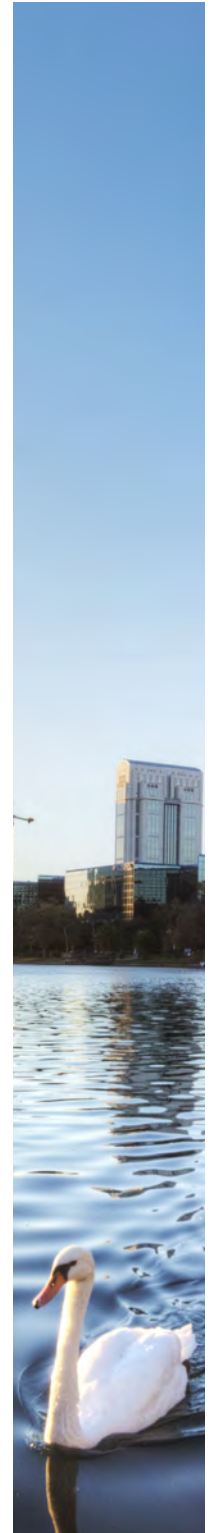
Our standard listing agreement is six months.

What if I have a friend in the business?

Almost everyone knows someone in the real estate business. Do you absolutely want to sell this house, or do you just want to do your friend a favor? Do you consider this a business decision?

What if we are thinking of selling our home "For Sale by Owner"?

Consider this: The National Association of Realtors states "Homes sold FSBO sold for an average of 11% less than by real estate professionals." I will net you more money.



List of References

Past clients like you that are willing to share their experience:

Jim and Emily Smith
P: 407-493-0031
E: jsmith1024@yahoo.com
Three-time past client as both buyers and sellers

David and Tamara Chase
P: 407-536-7703
Originally listed as FSBO, sold in 3 days

Anthony Hernandez
P: 407-463-2315
E: Anthony.hernandez@icloud.com
Absentee owner

Dr. Andrew and Terri Merrill
P: 407-409-2626
E: drmerrill@nightlightchiropractic.com
Two-time past client

Bill Del Prior
P: 215-499-6919
E: Wdelpriorjr@gmail.com
Actively prospected buyer

Renee Mullen
P: 407-948-3552
E: renee.60@icloud.com
Estate executor



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Marc George Personal Career Stats

- Over 700 personal closed sales
- Over \$125 million in sales volume
- Current average days on market is 23 days
- 78% listing controlled sales
- 22% buyer controlled sales

Call Marc George today to get your property SOLD!



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