

Mike Koperna

Ultimate 89 Point Marketing Plan

1. Place advertising in Keller Williams name
2. Install Lockbox on property
3. Take at least 25 photo's of home and its features
4. Take and promote room measurements on MLS and highlight sheets
5. Send "Just Listed" cards to over 1,280 partners and affiliates in our database
6. Send out just listed Neighborhood (50min/100+ recommended)
7. Write 3 different advertising copies
8. Promote weekly in the social networks
9. Promote regularly on Craigslist.com
10. Create, publish and promote YouTube.com video/virtual tour (send to sellers and advertise on social networks Facebook, Twitter, Linked In, as well as postlets.com)
11. Insert property on my website www.mikekoperna.com. Which will have several property pictures and main information about your property made available to anyone who visits my website
12. Submit professional photos available to millions of people via our website at www.mikekoperna.com. Which is linked to several other sites
13. Distribute color flyer to other agents in Keller Williams office. Keller Williams agents are the highest producing agents in the world
14. Promote the property to all top Realtors in (area/city) real estate offices
15. Electronically submit the listing information to the Multiple Listing Service for exposure to over 21,000 active real estate agents in the Multiple Listing Service area
16. Having professional remarks created for the MLS
17. Proof read info in MLS for accuracy
18. Perform a Reverse Prospecting Search to attract prospective buyers within the MLS

19. Help seller relocate locally, or out of area with highly experienced Keller Williams agents across the globe- so the seller is sure to have the highest quality agent to help them on both sides of their move to make it worry and stress free
20. Weekly meetings with the team to mastermind on what steps have been completed and executed in the marketing of the home
21. Maximize showing potential through professional signage.
22. Enter the seller's name and address in office computer system to keep seller informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of their property
23. Explain the use of the Seller's Property Disclosure Statement the seller will complete, and that will be presented to the buyer of their home
24. Price the property right the 1st time... to open the market vs. narrowing the market
25. Promote the property at the weekly company sales meeting
26. Advertise the property electronically to all the (area/city) Realtors with full color flyers e-mailed directly to their inbox
27. Suggest or advise changes to make the seller more saleable and attractive to buyers
28. Prospect three hours, and contact twenty people per day looking for potential buyers
29. Email listing out to 19 branch offices and over 600+ agents
30. Email listing to our relocation department
31. Send property highlight sheets to sellers who are currently listed in the MLS and maybe a potential move up buyer
32. Personal phone calls to buyers in your client database and promote property daily
33. Submit and verify the listing on the #1 real estate website www.realtor.com
34. Submit and verify the listing on the #2 real estate website www.zillow.com
35. Submit and verify the listing on our award winning website www.trulia.com
36. Submit and verify the listing on www.harmonhomes.com. *note: over 90% of homebuyers begin their home search on the internet
37. Email (or mail) thank you note to all agents who show the property, to get feedback so that we can better fit each buyers needs
38. Promote listing to all other listing realtors in the market area
39. Promote listing to all realtors whom had a similar home sale in the area within the past six months
40. Email (or mail) thank you to all potential buyers
41. Property is automatically sent to over 500 websites via Keller Williams systems
42. Change internet/MLS pictures every 45 days (if needed)
43. Have a website rider on property sign so potential buyers can contact us quickly and easily
44. Contact past clients for potential buyers
45. Provide a professional home staging consultant (if desired)

46. Submit the property to web-based buyer classifieds (homes.yahoo.com, Craigslist, etc)
47. Represent the seller on offer presentations, and negotiating the best price and terms
48. Handle the entire escrow process for the seller
49. Research property's current use and zoning use
50. Deliver the sellers check to them at closing
51. Provide seller with a list of preferred vendors
52. Research tax records to verify complete legal information is available to prospective buyers and buyer's agents on MLS printout
53. Provide Staging Checklist to suggest constructive changes to the property to make it more appealing to show exceptionally well and help it to yield the greatest possible price to an interested buyer
54. Provide seller with the Showing Checklist which offers home showing guidelines to help have the home prepared for appointments
55. Research ownership and deed type from the title company
56. Research property's land use, deed restrictions, and easements
57. Prepare a Seller's Net Proceeds Sheet to show seller expenses, closing costs, and net proceeds
58. Determine if the property qualifies for the property to be toured by agents from my office following our weekly sales meetings
59. Determine if seller qualifies for our Smart Seller Program
60. Email the seller several times per week with feedback & reports on the property
61. Prequalify all prospective buyers to avoid wasting sellers time with "shoppers"
62. Monitor the buyers loan to assure timely loan commitment
63. Arrange all inspections, including utility and municipal
64. With the sellers permission provide and arrange for contractors to perform agreed upon repairs
65. Make arrangements with the Title Company
66. Require all offers include buyers pre-approval and proof of funds for down payment
67. Make available my entire team so that any questions or concerns will be handled in a timely manner
68. Update qualified Buyers with your property information
69. Work to qualify prospective buyers and assist them in obtaining suitable mortgage financing through our preferred lenders
70. Re-write Advertisements to keep them fresh
71. Target the market to determine who is the most likely buyer willing to pay the highest price
72. Follow up with all buyer leads and inquires within 5 minutes
73. Track all numbers to determine where the buyers are seeing the property
74. Improve the marketing of any underperforming marketing campaigns
75. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale
76. Listing Cancellation Policy. 100% Satisfaction GUARANTEE
77. Buyer profile report to determine the buyers purchase needs

78. Communication Guarantee. Call the seller every Tuesday or they fire us
79. Specialized team of full-time licensed assistants to care for the sellers every need
80. Follow up with the seller to determine if they may have procured a buyer through the Smart Seller Program
81. Cooperate with all Real Estate companies in the (area/city)
82. Coordinate scheduling of appraisal and supply comparable sales if needed
83. Set-up final walk through of the property for buyers and their agent
84. Meet with our preferred lenders to see if they have any perspective buyers in their network
85. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of neighborhood policies)
86. Help seller find their new home if they will be staying in our area
87. Explain the benefits of a Home Owner Warranty with the seller
88. Review price with sellers every 26 days or 10 showings
89. Notify past showing agents and buyers of all price reductions