
Top Dollar & Quick Sale Master Marketing Plan



MARKETING OBJECTIVES

1. Command the highest price possible in the most efficient manner
2. Attract *qualified* (ready, willing and able) Buyers to make an offer on your property until it is SOLD
3. Keep you informed about the results of my activities

“24 POINT PLAN OF ACTION” STRATEGY

1. Submit listing into the Multiple Listing Service (MLS)
 2. **Reverse Prospect** - I print a list of real estate agents that have searched in the MLS for buyers that match the criteria of your property. We contact them directly via email and/or phone, giving us an opportunity to talk about the special features of your property.
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3. Accurately input all the details of your property. This information is important because buyers that search for specific details are then able to find your property. They can review the details and decide if it's a good fit for them.
 4. Write effective "Agent Remarks" to help them with showing the property.
 5. Write effective remarks about the property. The remarks can be the difference between someone viewing the home and making an offer or not.
 6. Upload quality photos of the property. There are instances where I take photographs or we opt for professional photographs. (I always take photographs of the property for my files, whether they are used for marketing purposes or not.)
 7. Expose your property internationally via 600 websites.
 8. **Golden Ruler** - Track website activity and provide a detailed marketing report with valuable feedback collected on the traffic of your property that is received from online real estate consumers.
 9. Order and install a professional *Century 21* "For Sale" sign.
 10. Install "1-800" phone number sign rider. When someone calls the phone number, we are able to stay in touch and call them back to determine the level of their seriousness and answer any questions. In the past, flyers boxes were placed on the "For Sale" sign post, which didn't give us insight into who was taking them or if they were seriously interested in the home.
 11. Develop a list of features and benefits of your property for other agents to use with their potential buyers.
 12. Contact the Top 25 to 50 Buyers Agents in our market to discuss your property's unique features and benefits for their clients to consider.
 13. **Showing Feedback Survey** - Contact every agent after their private showing via *Showing Feedback Survey* that is created for your property. I will inform you of any constructive feedback from the Buyers Agent and/or Buyers.

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14. Promote your property at *Century 21's* company Sales meeting. I'll personally introduce your property to every *Century 21* Agent working on behalf of their Buyers.
 15. I will contact all of my Buyer leads, center of influence and past clients for any referrals or prospective buyers they may know who would be interested in your property.
 16. **Word of Mouth** - Identify 20 close friends, family members or colleagues of the homeowner. We'll send them an email and property marketing flier, asking them who they may know that may be interested in purchasing a home in the area.
 17. Prospect daily and talk to 25-30 people per day looking for potential Buyers.
 18. Share the specific website of your property that will be distributed to all major internet search engines with as many people as possible.
 19. Share the specific website on social media, including *Twitter, Facebook, etc.*
 20. Post *Craigslist* ads, directing them to the specific home website. We have sold several homes to abroad Buyers through this method.
 21. Create a Virtual Tour of your property that will increase online views by 40%.
 22. Receive offers and work with you to develop a response strategy either countering or acceptancing.
 23. Call or email (your preferred method) each week with a progress report regarding outstanding contingencies, the escrow and any other issues concerning the transaction.
 24. Close escrow, complete the sale and deliver your check!