



RE/MAX®

48 Point Marketing Action Plan

Marketing Action Plan..It works!

1. Prepare a **Comparative Market Analysis**....The three strategies to price a property..
2. Prepare Property flyers, in full color with property profile and initiate "Do you Know A buyer" flyer for the specific Target who would be a buyer or this property. ****EXCLUSIVE**
3. 1000 point Buyer Prospecting plan**** EXCLUSIVE**
4. **Install Lockbox** for safety and security and record tracking technology
5. Conduct a **pre-listing inspection** to assess improvements that could increase profit on the sale
6. **Staging**..Positioning the property with the highest degree of property appeal. Your property will sell at the best price and terms in the shortest amount of time by executing the staging adjustments to the property environment.
7. Provide access to **VENDOR DISCOVERY** for any home repair professionals.****EXCLUSIVE**
8. Prepare **Special Feature cards** to strategically place in the home to identify features and benefits.
9. **Establish goals** as Markets do fluctuate and important to establish marketing and sales objectives
10. **Listing Price** is clearly one the most critical marketing features. Establish a competitive yet realistic list price which is critical to the successful sale.
11. Prepare and **complete all forms** including Listing agreement, Salability checklist, Form 17 Property Disclosure, Red Flags check list to insure a timely data flow.
12. Enroll seller in **Home Warranty Program** to neutralize the significance of newer or more updated properties.****EXCLUSIVE**
13. Order **Preliminary Title** and check for any anomalies, liens or easements
14. Post data on **RE/MAX local, National and International Lead Street** for potential buyers
15. Prepare **Area Demographics Analysis and Area Market survey** to identify potential buyers and establish market trends.
16. Utilize **Professional Photography** and post 15 professional photos on Multiple Listing Service and
17. syndication on additional websites **** EXCLUSIVE**
18. Auto post to **Realtor.com** 24 hour access and exposure
19. Auto post to **RE/MAX EXCLUSIVE Property Collection**, an e-driven catalog of beautiful RE/MAX property listings, to expand exposure.
20. Syndicate **virtual video** tour of property to all websites****EXCLUSIVE**

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21. Provide custom listing website****EXCLUSIVE**
22. Provide **domain name registration** for your listing good for 1 year**
23. Post video to **RE/MAX proprietary u-tube channel****
24. Add **photo albums** to facebook page**
25. Tweet with **tweetlister.com** for added social media exposure**
26. 17+ sites syndication management via postlets.com keeps the listing in front of thousands**
blast e-mail my database for all business and personal contacts find a buyer process**
27. Provide **walk score** for the property to demonstrate easy access to shopping, freeways, schools and eateries.
28. Provide a **or code** for your property listing**
29. Provide a **weekly crags list re-post****
30. Post on **blog site****
31. Provide **core logics** property investment and resale analysis...is this a good investment?
32. Provide call **capture 800#****
33. Coordinate a **6 point social media campaign EXCLUSIVE****
34. Promote property to all area brokers including RE/MAX brokers and special interest brokers. And post on **agent care center**
35. Canvas **centers of influence** to locate buyers **
36. Establish a **communication expectation** with seller and post updates and follow up according to schedule**
37. Implement **skilled negotiations** to represent you in presentation and negotiation of all purchase and sale agreements, addendums,
38. Inspections and closing of escrow.
39. Closing coordination ; mortgage, title, appraisal, disclosures, legal ,contingency removals, time lines, walk-thru expectation, date and time of closing or any other procedure that aid you in a successful closing.
40. Stage the **point of purchase mini- kiosk** at the property with the following:
41. Amenities board, improvements ,permits, aerial view s, sale maps, form 17 property disclosure, signed utility forms ,trend graphics charts, open house book , home warranty coverage agreement, carbon monoxide monitors and lead paint requirements
42. Conduct **open houses** and send notice of new listing to 50 neighbors and personal database
43. Provide **welcome sign** for open house
44. **Prospect daily** by marketing calls to potential prospects, with a follow up for the 'do you know a buyer for this house' flyer 'campaign.
45. Consult regularly with homeowners to maximize marketing position

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46. Observe all safety and security guidelines when conducting open house and private tours
47. Follow up.

There are 2 ways to choose the realtor professional to represent your interests in the marketing and sale of your home:

1. The price they give you
...or
2. The plan of action to sell your property

One will get you listed
One will get your home sold!

*Above
the
Crowd!*[®]

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