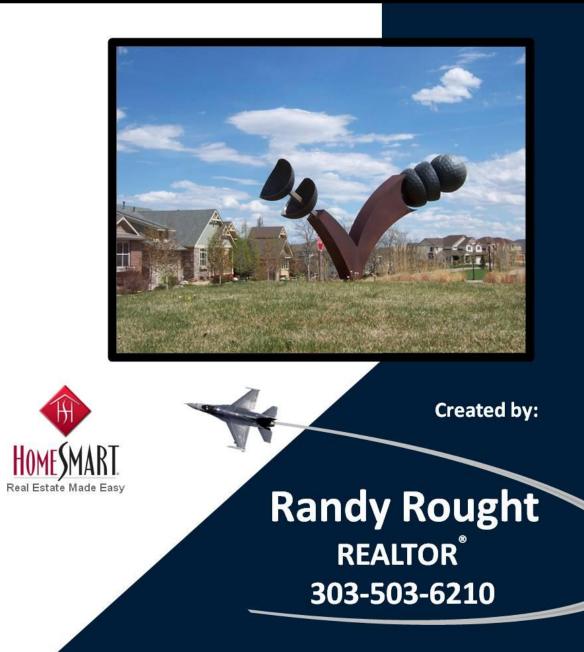
Professional package strategic marketing plan



Air Force Retiree still Serving my Community

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Professional Package Strategic Marketing Plan

Goal: Expose your property in the best possible light to the highest number of buyers and their agents.

Not all the specialized marketing concepts will be applicable to all types of properties.

Photography

- Professional photographer
- Full coverage of property
- Professional movie (video and/or photo collage set to music)
- Possibly drone footage

Printed Materials

- High Quality All Color Professionally Printed Brochures
- Neighborhood Book
- Neighborhood Hyper Focused information sheet
- Mail letters to the community and neighbors

Signage (as allowed by local ordinances)

- Standard Front yard sign
- Directional arrows in from main roads
- Specialized signage and flags during events
- Additional banners as needed

Online and Technology

- MLS Accurate and professionally written listing
- MLS access, and automated email system
- Reverse prospect matches Identifies individuals which have previously looked for similar properties.
- Distribution to an ever evolving list of syndication databases Presently ~60.
- YouTube Video invites to view property and local region video of the house and region
- Centralized Showing Service
- Local, regional, and state-wide networking groups
- Local community sites Craigslist, Next Door, etc.
- Listing agent social media postings

Research and Reporting

- Professional Market Analysis.
- Ownership and Encumbrance (O&E) review to ensure there are no hidden liens.
- Expert house preparation suggestions for maximum value
- Continuous client feedback

Use Organizational Relationships (Seller and Agent)

- Church
- National Association of REALTOR[®] marketing groups
- Veteran groups
- Client affiliated membership groups
- Client volunteer groups

Conduct Open Houses

- Standard open houses as often as possible
- Feedback program for open houses and showings
- Co-hosted Open Houses with lenders, and other enticement groups, If possible,
 - o Estate Sale
 - Community or neighbor's yard sale
 - Related Businesses (lender, interior designer, cleaner, roofer, carpenter, specialty company, title)
 - Catered Event
 - o Other events

Seller's role in the selling team

- Competitive pricing, buyer agent compensation, and buyer incentives to attract potentials
- Marketing ideas, suggestions, and inputs from seller, friends, and family
- Seller provides list of yearly local community and/or HOA events and activities
- Seller follows home marketing preparedness check list
- Seller flexibility and preparedness for showings and open houses
- Seller advertises through their network of family, friends, & co-workers for selling the home
- Seller social media network plan and flyer, and keeping seller's motivation off social media
- Seller animal coordination plan (if needed)
- Seller home safety plan for weapons, jewelry, medications, extra keys and vehicle remotes
- Decorating for major holidays.
- Possible staging

Additional selling agent's activities

- Agent provided free Photography
- Agent provided free Home Warranty Program
- Agent provided free Roof Inspection
- Agent provided free client-specific specialized concierge service.
- If the house is vacant agent will:
 - \circ $\;$ Conduct security checks after showings and aperiodically between
 - Ensure the house remains clean for showings
 - \circ $\;$ Coordinate with seller when the yard needs mowing or any other issues.
- If vacant land (depending on the type of land and location) agent will place a bright red house door as an attention getting marketing device on the property.

