

## **KELLER WILLIAMS REALTY SELECT HOME MARKETING PLAN**

1. **PRICING** -- Price the home competitively with the current market and price trends with comprehensive Comparative Market Analysis.
2. **STAGING** -- Attract buyers by showing your home in the best possible light. Thorough pre-listing review of home condition.
3. **SIGNAGE** -- Place “for sale” signs, “open house” signs (multiple) for maximum visibility.
4. **IMAGES** – Professional photography of all aspects of the property to provide an accurate and captivating presentation of value.
5. **INTERNET LISTING** - Optimize Internet listing presence by posting on hundreds of local and global MLS systems, and the Keller Williams Listing System (KWLS) reaching 180,000 KW agents in the U.S., Canada and Europe, with photography and a property narrative.
6. **DIGITAL ADVERTISING** -- Featuring the property on multiple websites, including the Gulf Coast Premier Group site, KW local office and KW national sites, social media, dedicated property website and video display.
7. **MOBILE APP** -- Post the home on agent branded KW app for distribution to hundreds of vendors, clients, agents and companies.
8. **PRINT ADVERTISING** -- Create promotional fliers, property brochures, feedback surveys and information cards for viewers of the property.
9. **SURVEYING** – Each prospective buyer who visits the home will be asked to participate in a survey to provide valuable feedback about the home.
10. **TARGETING** -- Marketing to specific demographic and investment groups, as well as active real estate agents who specialize in selling homes to those groups.
11. **TOURING** -- Include the home in MLS tours, featured listings and virtual/live open houses, allowing other agents to see the home for themselves.
12. **OPEN HOUSES** – Schedule, market and host frequent virtual/live open house events to promote the property to prospective buyers.
13. **DATABASE PROMOTING** – Marketing campaigns to known buyers and investors in our extensive database who are looking for homes in this price range and area.
14. **SECURITY** – Entry to your home is monitored and protected by electronic access device. Only licensed, registered and approved agent/broker has access.
15. **HOME WARRANTY** – Seller’s appliance and system warranty coverage during the pendency of the listing, at no cost to you. Buyer’s warranty available.
16. **COMMUNICATION** -- Provide the seller with regular updates detailing marketing efforts, including comments from prospective buyers, agents and guests who have visited the home or inquired about the property.
17. **TRANSACTION COORDINATOR** – Once under contract, the transaction coordinator insures that every step of the transaction process is timely and accurately completed, from contract to closing.

## FIND A BUYER

1. **RECEIVE AN OFFER.** When a buyer decides to buy your home, an offer will be presented. I will advise you on the offer and whether the buyer is qualified to purchase your home.
2. **NEGOTIATE TO SELL.** Most offers require some level of negotiation. We will work together to decide your parameter and I will negotiate on your behalf.
3. **APPRAISAL AND INSPECTION.** Once you have accepted an offer, I will work with the buyer's agent to coordinate an appraisal, inspections and a survey (if required). If the buyer requires that certain repairs be made on your home, I will continue to negotiate on your behalf and recommend vendors so we move successfully from contract to closing.
4. **PREPARE FOR CLOSING.** A few days before closing/settlement, I will contact the title company and the buyer's agent to ensure that all the necessary forms and documents have been prepared. I will meet with you to review the closing documents and let you know what additional forms and information you need to bring to the closing meeting.
5. **CLOSE!** At the closing meeting, I will be present to advise you and ensure that everything goes according to plan.

**PHILIP LEBER**, REALTOR  
Gulf Coast Premier Group



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