



12 Step Marketing Plan

Designed to provide maximum exposure for your home in the shortest period of time, I will implement the following 12 Step Marketing Plan.

1. Price your home strategically to be competitive with the current market and price trends.
2. Stage your home in a positive light to showcase the features that buyers are most interested in.
3. Place attractive custom For Sale signage in your yard.
4. Hire a high quality professional photographer for your property pictures that will highlight its best features.
5. Create a website specifically made to market your home with domain name.
6. Optimize your home's internet presence by posting it on MLS systems and adding multiple photographs and creative descriptions.
7. Create professionally printed materials such as color flyers describing your property and providing photos and additional information about your home and the neighborhood.
8. Target marketing efforts to thousands of active real estate agents who specialize in selling homes in your neighborhood.
9. Host open house events as frequently as possible to showcase your home to buyers.
10. Maximize the power of social media and target audiences to reach individuals who are searching for homes in your area.
11. Identify and contact active buyers and investors in my database who are looking for homes in your price range and area.
12. Provide you with weekly updates detailing the marketing efforts, including comments from the prospective buyers and agents who have visited your home.