



# MARKETING PLAN

BY MOE DURIC

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**"PART OF MY COMMISSION GOES TO LOCAL ANIMAL  
SHELTERS. TO HELP SAVE ANIMALS, AND FIND THEM  
FOREVER HOMES."**

REALTOR BAIRD & WARNER  
630.664.7031

**My real estate business has been built around one guiding principle: It's all about you, my client.**

**Your needs**

**Your dreams**

**Your concerns**

**Your questions**

**Your finances**

**Your time**

**Your life**

**My entire focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. That's why providing you with excellent customer service is of utmost importance to me.**

**Good service speaks for itself. I'm looking forward to the opportunity to earn your referrals too!**

# WHAT I DELIVER

## Communication

Your needs always come first. I provide the service we agree to, in the ways that work for you. Whether once a week or once a day, by phone, email or text message. That's how we'll do it.

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts the offers on the table and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

## Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear.

## Marketing

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. Website exposure, tracking tools, and follow up systems allow me to reach active buyers who want to know about your listing.

## Pricing

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

## Staging

Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

## Satisfaction

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.

# The Home Selling Process: Getting Ready to List

It can feel like the details are endless when you're selling a property. It is my job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible. Here's an overview of the steps we'll be taking along the way. Communication makes all the difference.

You'll always know what's going on behind the scenes while your property is listed.

I will solicit feedback from each consumer and agent who views your property, passing their comments on to you.

We will work together to formulate a price adjustment strategy that sees us through your listing period. You'll receive regular progress reports, delivered as frequently as you request. Whether you prefer a phone call or an email, that's what you'll get.

Preparing for success. Prepare your home for the sale.

We will evaluate the current state of your property and arrange home staging. Any repairs or improvements needed to maximize your home's value and appeal will be identified and scheduled.

When everything's in place, we'll put a lockbox on your property.

# The Home Selling Process: Determining Value of a Property

I am not the one who decides how much your home is worth.

The market does.

It tells us exactly where to price your property to sell and how to approach the marketing of your property. Here are the factors that will affect the value in today's market:

**Price:** Pricing your home properly from the start is the deciding factor on how long it will take to sell it.

**Location:** Location is the single most important factor in determining the value of your property.

**Condition:** The condition of the property affects the price and the speed of the sale.

As prospective buyers often make purchases based on emotion, first impressions are important. I'll be able to help in optimizing the physical appearance of your home to maximize the buyer's perception of value.

**Competition** Prospective buyers are going to compare your property – both the condition and the price – to the other listings in and around your neighborhood. Those buyers will determine value, based on properties that are listed or have recently sold in the area.

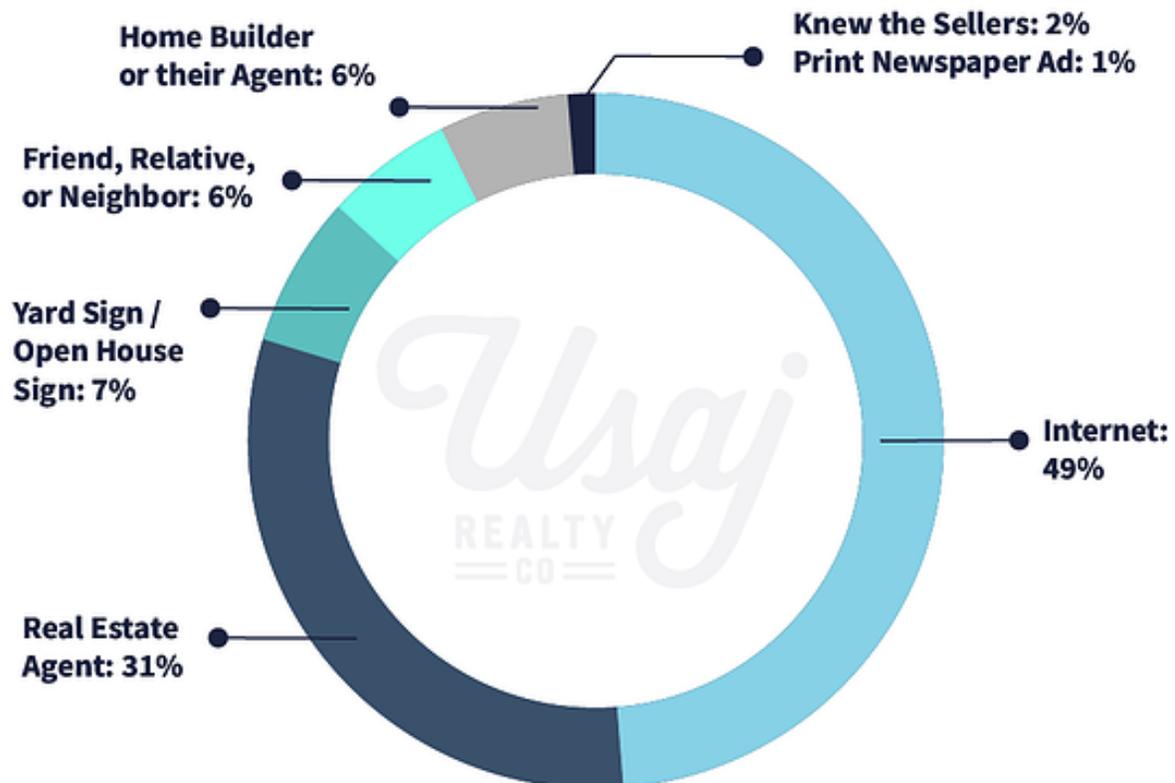
**Timing** Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

# How Buyers Find the Home They Purchase

Buyers find the home they purchase primarily by looking on the Internet and by asking real estate agents.

An excellent agent with a terrific Internet marketing program is your best path to a sale.

## Where Buyers Found the Home They Purchased *in 2018*



# The Home Selling Process: Marketing Your Property

My 14-Step Marketing Plan Designed to capture the maximum exposure for your home in the shortest period of time, I'll implement my proven 14-Step Marketing Plan.

I will:

1. Price your home strategically so you're competitive with the current market and current price trends.
2. Stage your home to cast a positive light on the features most important to buyers.
3. Place custom "for sale" signage in your yard,
4. Personally follow up each caller's inquiry.
5. Distribute "just listed" notices to neighbors, encouraging them to tell family and friends about your home.
6. Hire a professional photographer to take custom photos of your home for print and internet marketing.
7. Hire a professional showing service which provides a simple way for buyer's agents to schedule showing of your home, track those showings, and collect feedback from the prospective buyers and their agents.
8. Optimize your home's internet presence by posting information in the local and global MLS systems, including plenty of photographs and a description of your property.
9. Create a brochure & fliers to place inside your property.
10. Target my marketing to active real estate agents who specialize in selling homes in your neighborhood.
11. Include your home in our company and MLS tours, allowing other agents to see your home for themselves.
12. Advertise your home in my newsletter campaign as well as my direct-mail campaigns, email campaigns and social media.
13. Create an open house schedule to promote your property to prospective buyers and market those open houses.
14. Provide you with weekly updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.

# Your home will be featured on over 16,000 websites!



# Marketing Your Home

## Our Respective Duties

### Agent

**Input your listing to MLS.**

- **Install nationally recognized sign.**
- **Provide information fliers.**
- **Pricing Guidance.**
- **Prepare Advertising.**
- **Hold Open House.**
- **Give Feedback on showings.**
- **Review contracts and represent you in negotiations.**
- **Guidance in staging your property.**

### Client

**Complete all repairs and cleaning.**

- **“Stage” your home to be appealing.**
- **Hide valuables (also prescriptions).**
- **Keep marketing information out for prospective buyers.**
- **Call me if information is depleted.**
- **Leave premises for showings.**
- **Call me with any questions.**
- **Refer friends and acquaintances who might be interested in your property.**
- **Refuse to discuss terms with prospective buyers or their agents.**

# The Home Selling Process: Closing and Beyond

## Coordinating Your Sale to a Successful Closing

- All potential buyers will be pre-qualified, so valuable time isn't wasted.
- Each offer will be presented and discussed with you.
- I will negotiate the details of your transaction with the other agent.
- I have a Transaction Coordinator who will ensure that your closing will be prepared, coordinated and finalized for you.

## Beyond the Sale

Do you need an agent to assist you in your relocation?

Need a recommendation for a moving company?

Would a moving checklist help?

I'm happy to refer you to great providers of other real estate-related services.

I'm here to make the sale of your home as smooth and stress-free as possible.

**When searching for an agent, be sure to find out the following information from them:**

1. Are you a full-time or part-time agent?
2. Will you service our listing personally or will we be working with your assistants?
3. What is your Internet marketing program?
4. What is your policy on responding to phone calls/emails/text messages?
5. How much of your business is generated by referrals?
6. What references can you provide?
7. Do you offer an “easy exit” listing so that I can end our agreement if I am not satisfied?

# Homework: Questions For You

Your answers to these questions will guide me in how to best serve you. We'll discuss them at our listing meeting:

What is the most important thing you are looking for in your listing agent?

How would you like to be communicated with? (please circle)  
Email    Phone    Text    Other (explain)

How frequently would you like an update on marketing and showings? Weekly Twice a month After each showing Other  
(explain)

Please list what you are most concerned about in the marketing and selling process (buyer qualifications, commission, showing procedures, open house, possession, pricing, negotiations, other issues.)

# Why Me?

How am I different from other real estate agents?

I will work with the highest level of honesty and integrity to help you achieve your real estate goals and needs.

## Technology

I have earned my ePRO designation, and will use all forms of technology to ensure you meet your real estate goals.

## Expertise

I have worked with buyers and sellers all throughout Cook, DuPage, Lake, Kane County

## Communication

I can communicate with you via phone, email, or text—whatever works best for you. I will also commit to respond to your phone messages, emails, or text messages as soon as I possibly can.

## Clients for Life

My goal is to have my entire business based on referrals from past clients and my existing sphere of friends and family. Therefore, I will work my hardest to help you buy a home and/or sell your existing house.

# About Me!

Hello! My name is Moe Duric and here is a snippet about me. I was born in a small country in Europe called Bosnia and Herzegovina. I do speak Bosnian fluently. I moved to the United States when I was seven years old. I spent most of my professional career as a supervisor at JcPenney. I made the career change from retail to real estate and I have not looked back. I truly love what I do and I treat all my clients like family. Most importantly, I am available at all times for them.



I have a huge passion for my career. I truly enjoy working with buyers and sellers. My second passion is helping animals. I adopted my dog Nanook about 8 years ago. In addition, I hold food drives and donate regularly to the animal shelter. I have decided to combine my two passions! I use my platform as a realtor and feature animals available for adoption at the DuPage County Animal Shelter.

# What others are saying!

“Moe made the whole home shopping experience very easy. His positive attitude is contagious. He is also very knowledgeable about the market and I would definitely recommend him to others.” Lana Zagorac

“My experience with Moe has been exceptional. I was a new home buyer so the time and multitude of questions I had was much higher than normal. Moe had spent many hours showing me property and immediately sensed my needs and wants in a property. Moe's responsiveness to my questions and guiding me through the process once I became a serious buyer was phenomenal. I and many seasoned home buyers who I talked to during the process were extremely impressed by his negotiation skills after I showed them what the seller wanted and what I ultimately paid. He had an intuitive knowledge of the low end the seller was willing to go and grabbed it. Any request and/or question I had was responded to that day; weekends, holidays and off hours included! Outstanding!” John Alkovich

“Helpful, knowledgeable and professional. Highly recommended.” Woytek N

“Moe was awesome and extremely friendly! He helped us buy a home, it was a pain free and fun process. He's super responsive and answered all our questions in a timely manner. I recommend Moe Duric if you're buying a home!” Santo Canale

“Awesome agent, great personality, knows his job / market very well.” Rasa J

“Moe is absolutely amazing! He is always on top of everything. He was always available to answer any and all questions and kept us up to date on everything. He makes you feel completely at ease when buying and selling can be such a stressful time. Definitely using him for all of our real estate needs.” Lauren Ashley

“Moe was amazing! he went above and beyond to find what we were looking for. He made the process easy and fun. He was always available when needed and extremely helpful throughout the whole process. Very grateful for Moe for helping us find our home!” Darwhin V

"Moe did a great job. I couldn't be happier with the results. " Craig Spacht

“Moe is very helpful and very quick to respond. He makes sure that you have all things necessary before viewing homes so if you love something you can offer on it right away. Moe is very responsive when we wanted to view a property and makes sure to set aside enough time for you in day. After the processes was all done he continued to answer questions and made calls after the closing.” Cortney Pasdiora

“Moe was very knowledgeable and personable when meeting with him. He was able to find several locations with what I had in mind. He was excellent to work with.” Fabian Salazar