




19 POINT MARKETING PLAN SAMPLE

- 01 We strategically place your home online unlike other companies; I receive all of the leads we get on your home
- 02 In addition your home will be on (have a page that shows all the websites)
- 03 Extra professional pictures online (share bad photos vs. your quality)
- 04 Virtual tour online (show them the one you made)
- 05 Staging (if necessary – explain the stats on homes staged vs. not)
- 06 Create a professional brochure/flyer (show them the one you created)
- 07 Send post cards to neighbors notifying them your property is for sale (show example)
- 08 Notify agents in my office, my region and across the globe about the property
- 09 Hold open house(s) (describe your Mega Open House strategy... even create a flyer to illustrate)
- 10 Personally invite your neighbors to the open house/broker preview
- 11 Aggressive follow-up with prospective buyers (explain the training and designations received)
- 12 Prospecting daily for (x) hours to find a buyer for your home
- 13 Hold a broker Open House
- 14 Advertise
- 15 Weekly check-in calls to “stay on the pulse”
- 16 Automatically via email, send you all feedback from showings (Homefeedback.com or other solution)
- 17 Automatically email new listings, pendings and sales in your neighborhood
- 18 Review pricing weekly and notify you immediately of market changes
- 19 (Optional) I do/my team does 100% of the showings – (you hired us to “sell” your home, that’s our job)



 **DEVIN KRONER**
Impact Coach
 859-962-7978
 therealestatepastor@gmail.com