



The Define Home Team

Realtor@definehome.homes

703.304.0943

Seller Marketing Plan & Property Review

Weekly Update: Meeting Agenda (Sample)

All of the information below would be updated with your home's data

1. Review of data: How many clients are touring the home either virtually or in-person, how many views are we seeing with online marketing efforts
2. Review of Market list to close time trends
3. Review of offers to date
4. Review of recent feedback from buyers
5. Marketing to date and ongoing review
6. Realtor and Team Contribution
7. Marketing plan review
8. Recommendations

Review of Data:

Marketing Statistics as of DD/MM/YY

Sample: Agent Views

5,598

Consumer Views

564,418

Total Views

570,016

Performance Summary

Here's a snapshot of the results you've achieved so far.

Your Total Views: 389,841 **53x Member Advantage**

Profile Page Views: 64 **60x Member Advantage**

Detail Page Views: 3,537 **7x Member Advantage**

Your Views Across the Web: 27,403 **Member Only Feature**

Favorites: 20 **6x Member Advantage**

Shares: 16 **6x Member Advantage**

Matterport Views: 175 **Member Only Feature**

Top of Search Results: 15,207 **Member Only Feature**

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Extra paid advertising with the above, includes additional online marketing connections on the following sites: WRDW 12, News5, Daily Press, WLBT3, WNCT9, ESPN, TED, Meta, Daily Mail plus

Review of Market list to close time trends:

Total days on Market as of *Month Year*: 42 days

1. Winter/Government shut down trends moved to 30 – 45 days list to contract
2. Typical Best “lowest price” investor homes, with minimal work to flip requirements, median days 19-21 days. If not sold price adjustment is needed
3. Best home, in most sought-after neighborhoods, with competitive list price 7-21 days

Review of offers to date:

Review in real time but will summarize here if offers are not accepted or for whatever reason don't close

Sample of Buyer feedback:

1. Buyer investors asked about other offers on the property. Might be interested if/when price drops
2. Hi Melissa! My client is still going over the homes he viewed the last couple of days. We will let you know asap what he decides! Thanks!
3. Love the curb appeal! This home has a beautiful yard but it only offers 3 bedrooms. We thought the den area would work for us as a 4th bedroom, but it's too small.”
4. The house is in a great area and shows really well, but we are still looking.

Of note: Sometimes there will be no client feedback, the house may be just fine but not a buyer's taste, or not exactly what they are looking for, in that case they will offer no feedback

I will always follow up with agents who have toured your property and request feedback.

Marketing to date and on-going review

Goal: To drive potential clients who are ready/able/willing buyers to the home for the purpose of securing a ratified contract and ultimately selling the property.

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CVR MLS: Linked to major real estate platforms including Zillow, Realtor.com, Redfin, as well as local brokerage sites via IDX. Through data shares. listings also appear on neighboring MLS and REIN systems marketing the information related to your home directly 24/7 to over 6 states. *All Licensed Agents pay for this system yearly for the benefit of all clients

Coming soon advertising: Agent/Team pays for an additional marketing specialist to run social media ads and create flyers.. *Very few agents offer customized services for their specific home for marketing including Facebook, LinkedIn, Instagram, X (formerly Twitter), reels, videos, hashtags to drive interest

Homes.com: Realtor pays additional \$200 per month for top circulating position, so your home is top of mind and marketed on additional platforms. [Homes.com](https://www.homes.com) includes [homes.com](https://www.homes.com) professional staff doing a site visit to complete; virtual tours, floor plan, and aerial views. *This is not paid for by Agents generally and it's an added benefit I bring to my clients which is specific to each individual home.

Realtor and team value-added contributions:

Michele Eaton, Marketing Specialist creates flyers and media posts, disseminates and re-disseminates regularly home information on all social media sites.

Shelby Lemmon, Client Support Specialist will distribute your home information to all CRM contacts and follow up personally with each lead that comes in who is looking in your price range. She provides each buyer with your home information.

Feedback request: Agent/team personally follows up after all tours for feedback, and disseminates home information to active buyers

Extended marketing reach: Team provides home information via e-flyers to area charities, schools and local community services via email to be disseminated as appropriate by these businesses and services: As an example for Richmond Homes: Catholic Charities of VA., The City of Richmond/parks and rec services, and the Department of Social Services. Partnerships with local businesses: The team maintains support relationships with local businesses and has preferred provider relationships with business and services related to real estate. These relationships are based on client referrals and/or personal use of the product or

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services. By maintaining preferred provider relationships this increases our marketing efforts and increases the number of potential buyers who will see the information about your home.

Our Team Invests for you:

1. Cash back programs : Each client may participate in one of three programs that offer cash back
2. Client Support Specialist for daily focus on home leads
3. Extra marketing to ensure your home is being seen daily by potential buyers and active licensed agents on multiple supplemental sites and multiple states

The Team/Your Agent will offer on-going review of your home's marketing plan results, and client feedback. Ongoing recommendations will be made related to price adjustments, and/or marketing plan adjustments as needed.

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