

# Marketing Plan

What We Do  
To Sell Your House



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*Originally*

hailing from Baltimore, Maryland, Diana Green has 25+ years of experience as a high school mathematics educator. She finds great joy in helping others. Diana moved to Delaware in 2006, and has been enjoying the local scene ever since (though she still favors the Ravens over the Eagles)!

Going through the process of selling her home in Newark and purchasing a new construction home in 2021 inspired Diana to renew her dream of selling real estate. That experience also introduced her to the **Veterans Choice Team** at **Myers Realty**, where she now works hard to help her clients realize their own dreams of owning a new home. Diana treats her clients like family, and strives to always exceed expectations.

Diana has three children and four grandchildren. She lives with her wonderful husband, Jay, in Dover. Diana loves photography, travel, riding her Harley®, and spending time with her family. She has a special affinity for nature – whether it is hiking at Killens Pond or soaking in the sunshine at Cape Henlopen, Diana is happiest when she is enjoying the great outdoors!





*Jay* Green is half of the **Diana Green Homes** dynamic duo. Working with Diana, Jay is dedicated to helping clients sell homes. He believes in doing the right thing, placing clients' needs before his own interests, and making sure customers are happy because in the end that is what matters most. Both Jay and Diana are valued members of the **Veterans Choice Team** of agents at **Myers Realty** in Dover, Delaware, where they believe in "service before self."

Jay grew up in Massachusetts, Connecticut, and Maine. He graduated with a Bachelor of Science from the Rochester Institute of Technology in upstate New York. He has worked in the printing industry for over 40 years and knows more about ink and paper than any one human should. Now he is using his strategic project planning skills and estimating experience to help our clients through the home selling process.

Jay spends a lot of time visiting and caring for his 81-year-old mother. When he is not attending to his mother, wife, or work he sometimes gets to enjoy riding his Harley® through the backroads of Kent County, Delaware.



# Who Are We?



## DIANA GREEN HOMES

### **"SERVICE BEFORE SELF"**

*Diana became a Realtor® in 2022, focusing primarily on helping first-time buyers realize their dream of becoming home owners. When her husband, Jay, joined her as a real estate agent in 2024 they established the partnership Diana Green Homes. Jay's focus on selling homes complements Diana's love of supporting buyers making a well-rounded team!*



## VETERANS CHOICE TEAM

### **"FROM SERVING WITH YOU TO SERVING FOR YOU"**

*Adam D'Alessandro is a veteran of the U.S. Air Force. He decided to sell real estate in an effort to help his fellow service members navigate VA home loans and off-base housing. Adam is listed in the top 5% of real estate agents in Delaware. As his personal business grew, he built a team of nearly a dozen agents who all have a background in public service -- whether it is military, educators, or first responders.*



## MYERS REALTY

*G.R. Myers has been selling real estate in Delaware for nearly two decades. From his humble beginnings as a special education teacher at Dover High School he has established himself as an entrepreneur to be reckoned with. G.R. runs a firm in Dover that commands an impressive market share for an independent brokerage competing against some of the biggest names in the industry.*



## STEP 1

# Data Driven Market Analysis

We will gather and summarize valuable data that will lay the groundwork for your pricing strategy in Step 2. As an expert in data analysis, Diana will analyze the real estate market harnessing data from BrightMLS. Diana has a bachelor's degree in math from Towson University, a master's degree in teaching math from Western Governors University, and exclusive Realtor® access to BrightMLS database. She has the unique ability to not just look at the data but to also understand, interpret, and explain it.

Diana will research homes like yours in size, style, and features. She will collect data on homes that recently sold, failed to sell, and are currently for sale. She will also report on the average time it took to sell these homes. Diana will then prepare a personalized summary for you that shows:

- **Recent Sales** – prices that homes like yours sold for recently
- **Unsold Properties** – prices of homes that failed to sell
- **The Competition** – prices of homes buyers are currently comparing yours to



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## STEP 2

# Personalized Pricing Strategy

We will present the data summary and help you decide on a pricing strategy. Whether your priority is selling quickly or maximizing profit, we will guide you through the pros and cons of pricing options.

It is important to choose an initial asking price that is not too high and not too low. A lower price will attract lots of buyers quickly but may make less money on the sale. A higher price attracts fewer buyers, and your home could sit on the market for an extended period. The longer your house sits on the market the less attractive it becomes. Buyers start to think something is wrong with your house. The buyers that show interest tend to think you are desperate and will accept lower offers.

With our expert guidance, you will decide on the perfect price for your home—not too high to deter buyers and not too low to leave money on the table.



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### STEP 3

## Financial Forecasts

How much money can you expect to take to the bank after the sale? In conjunction with Step 2 we will present multiple net sheets based on various price points. A net sheet is an estimate that shows the selling price, associated selling costs, and your anticipated profit. Selling costs can include commissions, taxes, and other expenses. These projections empower you to make informed decisions with confidence.

### STEP 4

## Repairs, Paint, & Yardwork

Getting your home ready for the market doesn't have to be overwhelming. Jay and Diana will tour your home and discuss what changes could be made prior to marketing your home. Some repairs and updates are worth the time and money, and some are not. Fresh neutral paint always looks attractive, but buyers frequently change the paint color when they move in. Easy landscaping tweaks make your property look inviting. We help you decide what tasks are worth the time and money to do before listing your property for sale. Unlike most agents, we don't just give advice—we can roll up our sleeves and assist with small tasks to get your home ready for the spotlight.



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## STEP 5

# Clean Up & Photos

Buyers are drawn to well-maintained, inviting spaces. First impressions matter. Online photos of a home must highlight the best features of the property so they will entice buyers to want to see it in person. That impression should be complimented by their experience when they arrive for a tour.

Your home should be as clean and free of clutter as possible to make it stand out online and in person. Jay and Diana will work with you to stage each room of your home for photos that showcase your home in its best possible condition. It is up to you to keep it that way while buyers tour your home and consider it for themselves.

We will publish our pictures to the BrightMLS system, and they will be syndicated to leading real estate websites such as Zillow, Realtor.com, and Trulia. This maximizes exposure to the largest possible pool of potential buyers.



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## STEP 6

# Property Disclosures

For most home sales in Delaware, the property owner must complete a property condition disclosure. This is a legally required document that discloses everything that is wrong with your property or was wrong but remedied. Filling this out as thoroughly as possible builds trust with your buyer and protects you from legal disputes after the sale. Do not hide anything or keep anything secret that would land you or your agents in a legal dispute. If in doubt, disclose it. Lead paint and radon disclosures will also be included.

## STEP 7

# Multiple Listing Service MLS

Diana will gather the needed information and compose an original advertisement to be published in the BrightMLS system, a database of homes listed for sale with Delaware Realtors®. Your listing will include photos, property data, property disclosures, and advertisement copy that will be syndicated to leading real estate websites such as Zillow, Realtor.com, and Trulia. It will also include information about scheduling private showings and open houses.

A strong MLS listing is the single most powerful tool to reach both buyers directly and the agents who represent them. Diana will write a compelling property description for the ad that highlights your home's unique value. The eye-catching photos taken in Step 5 will attract the attention of potential buyers.



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## STEP 8

# Getting the Word Out

We will not just leave your home sale up to the whims of potential buyers surfing the internet. We will use social media to draw attention to your MLS listing and entice buyers to schedule a tour. We will also spread the word through our extensive network of real estate agents across the state to actively search for buyers who are looking for a home like yours.

## STEP 9

# Yard Sign, Flyers, & Lockbox

**Yard Sign** – we will prominently display an illuminated “For Sale” yard sign with our contact information in front of your home.

**Flyers** – we will design and print flyers as needed.

**Lockbox** – we will place a lockbox on your property that will grant access to real estate agents for private showings with their clients.



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## STEP 10

# Open Houses

We will schedule open houses as mutually agreed upon. Open houses are times where one of us or a teammate will remain at your home for 2-3 hours so people can tour your house without an appointment. These are usually held on weekend mornings and/or afternoons. Visitors will likely include nosey neighbors, buyers with agents, and buyers without agents. We will make every attempt to record the names of all visitors. It is important that you keep valuables and medications safely stored during an open house as we will not be held responsible for missing items. We will provide copies of flyers, listing and property disclosures, as well as light refreshments. Open houses are optional.



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# Neighborhood Networking

Sometimes the perfect buyer is closer than you think. Neighbors who like the community sometimes recruit friends and family members. They get excited when a nearby home is available.

If you provide neighborhood contacts, Jay can call, text, or e-mail to make sure they know your house is for sale. We can also let them know when we are having an open house that could impact traffic and/or parking. This creates more buzz for open houses.

If you live in a densely populated neighborhood that allows door knocking and we have good weather, Jay and Diana can visit neighbors to let them know about the available home. This gives them the opportunity to pick their new neighbor – maybe a close friend, parent, or adult child. Door knocking prior to an open house can generate excitement, and handing out flyers can help too. Door knocking takes time and can be dangerous, so it is left to our discretion. If budget and timing allow, we may also hand out printed flyers and mail postcards.



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## Consistent Communication

You will never feel left in the dark. We are committed to being available to answer your questions and keep you well informed. We do this by:

- **Weekly Reports:** Detailed updates on showings, inquiries, and market activity
- **Real-Time Adjustments:** Ongoing recommendations for any adjustments, such as price changes or new marketing strategies
- **Multiple Forms of Communication:** Phone, text, and e-mail
- **Multiple Points of Contact:** In addition to having Jay and Diana on speed dial, you will have contact information for our team leader and broker.



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## STEP 13

# Offers & Negotiations

When offers start rolling in, we will be your advocates. Our job is to protect your interests and maximize your profits. We will break down the pros and cons of each offer, helping you make decisions regarding accepting, rejecting, and counter offering. Whether it is price, contingencies, or timelines, we will negotiate on your behalf to secure the best terms.

## STEP 14

# Closing

From the inspection to the final signature, we will guide you through every step of the closing process for a seamless sale.



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## STEP 15

# Moving Forward

We are eager to serve as your Buyer Agents to help you find your next home or investment property in Delaware. We are also happy to refer you to a colleague if that agent is a better fit for the area you are looking to buy in. If you are moving out of state, we will research, find, and refer you to an agent we feel can best help you. Let's get a jump on finding your next home or investment property!

# Concluding Remarks

Selling your home isn't just about getting it on the market—it's about presenting it in its best light, connecting with the right buyers, and making the process as stress-free as possible. When you hire us, you get knowledgeable, approachable, and determined partners who are deeply committed to your success.

Contact us today, and let's turn your goals into reality!



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# What Our Clients Say

## GRACE



*Diana Green was such a pleasure to work with! She was right by my side at every step of the home buying process. She made herself available to me with any questions or concerns I had regarding homeownership as this was my first time purchasing a home. Her knowledge and expertise made the process very smooth and easy to understand for me. I would highly recommend her as an expert realtor to use in the future.*

## BRYCE



*Diana was awesome, we were living out of state and she did a FaceTime walkthrough of a couple houses we were interested in, which really eased our minds, and she was able to work with our schedule very well which helped us a ton! Would definitely recommend going through Diana for any of your housing needs in the Dover greater area!*

## MICHELLE



*Diana is a superb realtor. I was looking to relocate from another state. We looked at multiple properties but unfortunately I had to stay in my current state for the time being. When I am ready again to make the move, I will definitely be reaching out to Diana again. Her knowledge of the different areas I was looking in is amazing. She's very open to any questions and has been extremely helpful during this process. I highly recommend for anyone's real estate needs.*



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