

# Our 50 step **MARKETING PLAN**

Your success is dependent on our performance and we work hard to ensure that each client's satisfaction is achieved.



## STEP 01

Research property, familiarize with location, research area schools

## STEP 02

Review tax records, liens, encumbrances, encroachments

## STEP 03

Discuss agency relationships

## STEP 04

Review recently sold properties; Prepare Comparable Market Analysis (CMA)

## STEP 05

Discuss motivations to sell

## STEP 06

Review any improvements made to the property

## STEP 07

Go over pricing strategy options; Gather seller's opinions; review CMA

## STEP 08

Review sellers financial responsibilities throughout the process

## STEP 09

Create a sales goal outcome; work backwards to set agenda to achieve



## STEP 10

Perform visual walk-thru of property with seller

## STEP 11

Review Seller Disclosure form; Seller completes Disclosures form

## STEP 12

Review Lead Based Paint form (1978 homes or older only)

## STEP 13

Schedule Professional Staging consultation; Work with stager

## STEP 14

Review any quick-fixes or handyman punch lists to complete

## STEP 15

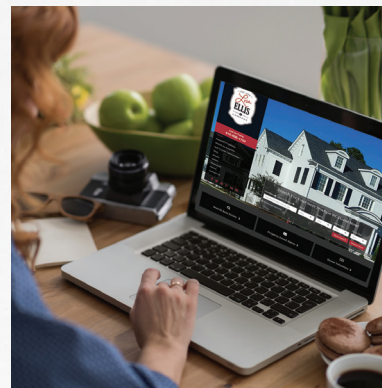
Schedule Professional Photographer for interior and exterior pictures

## STEP 16

Schedule Licensed Appraiser to measure and draw up floor plan

## STEP 17

Attach spare key in combo lockbox for professionals' access



## STEP 18

Review how to best prepare for showings

## STEP 19

Discuss overall marketing strategy which could include open houses, broker opens, or other events as necessary

## STEP 20

Complete listing in the Multiple Listing Service (MLS)

## STEP 21

Setup custom showing instructions in Centralized Showing Services (CSS) database

## STEP 22

Create Virtual Tour on Tour Factory

## STEP 23

Create personalized URL for Virtual Tour

## STEP 24

Customize landing page for LisaEllis.com for your property

## STEP 25

Promote listing on all major and leading Real Estate social websites including Realtor, Zillow, and Trulia



## STEP 26

Create, maintain and promote a custom ad on Facebook through their business page tools

## STEP 27

Send copies of Virtual Tour, custom weblink, signed documents, disclosures and floor plan to seller for their files

## STEP 28

Setup feedback receipt for seller from all CSS showings

## STEP 29

Send weekly seller traffic reports from TourFactory regarding Virtual Tour views

## STEP 30

Review all internet and social media traffic with seller on a bi-monthly basis

## STEP 31

Review any/all feedback from potential buyers with seller; Make necessary adjustments when possible

## STEP 32

Maintain relationships and contacts with showing agents, opening lines for potential offers

## STEP 33

Receive and review all offers to purchase contracts submitted



## STEP 34

Review ALL offers with seller in order to make the best decision possible

## STEP 35

Confirm with buyer's agent the buyer's qualifications for home purchase.

## STEP 36

Review pre-approval letters with any offers to purchase contracts

## STEP 37

Work with seller to create counteroffer, when necessary, that helps meet their original sales goals

## STEP 38

Upon acceptance of an offer, conveys to the buyer/buyer's agent the good news

## STEP 39

Coordinate the Earnest money deposit, Due Diligence payment and record with attorney

## STEP 40

Begin the home buying process to find seller's new home

## STEP 41

If seller is moving out of the area, interview and refer broker's in their new area

## STEP 42

Coordinate inspections, appraiser, pest, radon, septic, or any other inspections as necessary



## STEP 43

Review the buyer's repair request addendum; Make necessary negotiations; Assist with any recommendations for contractors upon request

## STEP 44

Work with buyer's lender for necessary documentation requirements

## STEP 45

Prepare and complete all transaction paperwork

## STEP 46

Review TRID (Closing Statement) in detail with seller

## STEP 47

Order title work; Provide home warranty information for closing transfer; Ensure escrow check is provided for closing

## STEP 48

Attend closing with seller

## STEP 49

If the contract falls apart, prepare paperwork to release parties (per contract); Release earnest money deposits, begin the marketing process again until the property is sold

## STEP 50

Help the seller find their next dream home