
THE Complete Home Marketing Plan



Property Enhancement

Putting your home on the market —
Let's maximize the value of your
home with:

- 1 A written **Home Enhancement Checklist**

- 2 Recommendations for minor repairs and improvements to help **sell your property for the highest price possible**

- 3 Access to a list of the most reliable and dependable home improvement workers in the marketplace



Marketing Plan for Your Home

I'll be your megaphone
to the Marketplace!

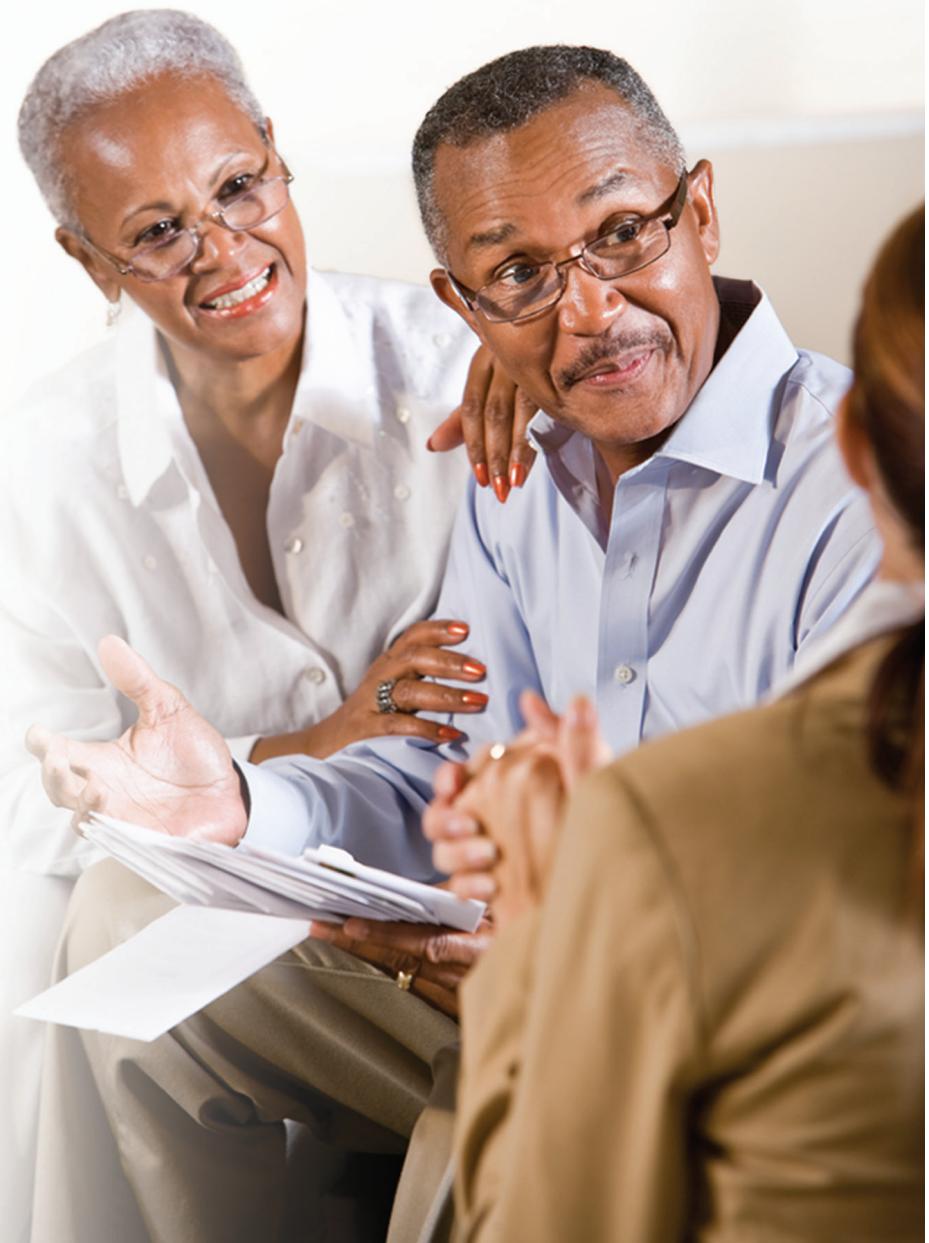


- 1 Competitively price your home
- 2 Optimize condition and viewing of the home
- 3 Prepare and submit accurate information to the Multiple Listing Service (MLS)
- 4 Proactively promote property to my database
- 5 Network with the best agents in the area
- 6 Create maximum exposure for the property
- 7 Tap into my Nationwide Referral Network



Clear and Open Communication

- 1 You'll receive a copy of the MLS printout to review for accuracy
- 2 I'll call you weekly to report showing activity and give buyer feedback
- 3 We'll meet periodically to review market conditions & adjust our marketing strategy as needed to get your home sold



Negotiating and Structuring the Sale

My promise to you:

- 1 Carefully review and present all offers for your consideration
- 2 Qualify prospective buyers and research their lending options to increase the likelihood that they can secure financing
- 3 Negotiate the strongest terms to create a solid transaction that will **close on time** without any surprises



Complete Transaction Management

I will:

- 1 Manage all the details of your real estate transaction on a daily basis
- 2 Stay on top of all other matters to be sure your real estate transaction closes in a timely fashion and with as little stress as possible



The Client Appreciation Program

Service before, during & after the sale

- 1 Even after your closing, I'll be there to assist you with all your real estate needs
- 2 You'll be receiving valuable information in the mail on a monthly basis
- 3 Consider me your source of referrals for all types of businesses, whether related to a real estate transaction or not. I've partnered with competent professionals who would be happy to serve you

A collage of images related to real estate and home improvement. It includes a 'Thank you' card, a 're-invent your space' brochure, and a chart showing ROI for various remodeling projects.

re-invent your space

Midrange Projects

	Greatest ROI	Upscale Projects	
Entry Door Replacement—steel	128.9%	Sliding Replacement—fiber cement	83.6%
Attic Bedroom	83.1%	—foam backed vinyl	79.0%
Desk Addition—wood	80.6%	Window Replacement—vinyl	76.5%
		—wood	71.5%
		Grand Entrance—fiberglass	68.8%

Lowest ROI

	Backup Power Generator	Bathroom Addition
	58.9%	57.9%
	Sunroom Addition	Garage Addition
	50.7%	50.7%
	Home Office Remodel	Master Suite Addition
	48.1%	55.7%

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Oh, by the way®...
I'm never too busy for any of your referrals!

In-Depth Market Analysis

You'll receive:

- 1 A thorough inspection and assessment of your property location, style and condition
- 2 A written **Fair Market Evaluation** of your property and explanation of the optimal pricing strategy for your home
- 3 An estimate of expenses and costs to show you the net proceeds when your sale is complete!



4 Bedrooms
3 Full Baths
2 Car Garage
Location: Excellent
Condition: Immaculate

3 Bedrooms
2.5 Baths
2 Car Garage
Location: Excellent
Condition: Good