

The Complete Home Marketing Plan

User's Guide



Choose from a variety of cover options and customize it with your name and picture!

Inside every seller's mind...

- This is my largest financial asset
- I don't want to sell myself short
- I want to maximize the value of my home because the proceeds need to get me into my next home
- I want my "this-person-knows-what-he's-talking-about" itch scratched
- Will the listing agent "list-and-leave me?"

Every seller wants you to...

- Know their home inside and out
- Be knowledgeable about the market
- Explain how their home will fit into what is happening in the market
- Maximize the exposure of their home to gain maximum value

The three questions every seller seeks to get answered...

- How are you different than the agent I spoke with yesterday?
- What are you going to do in order to get my home sold?
- Can I trust you?



1 PROPERTY ENHANCEMENT

GOAL

Provide the seller with helpful insights into what a buyer usually looks for.

Provide the seller with low-cost, high-impact enhancements to the home to make more money and sell it quicker.

Show the seller you care.

INSIGHT/PERSPECTIVE

Most sellers don't have unlimited disposable income to make repairs on a home they are selling.

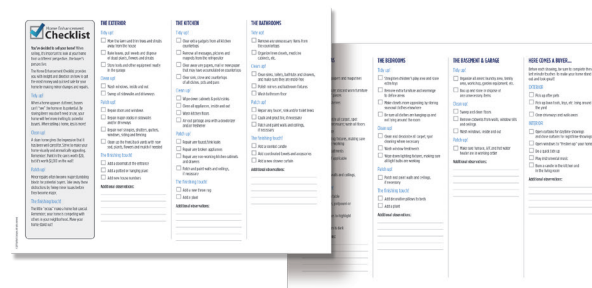
Be conscious of the seller's time, energy and resources before recommending repairs.

Emphasize minimal effort to maximize result.

Don't make a mountain out of a molehill.

ACTION STEPS

- 1** Prepare a written Home Enhancement Checklist (available for download)



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PROPERTY ENHANCEMENT

CONTINUED

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

"Paint in the can is worth \$20; paint on the wall is worth \$1,000."

"Mr. and Mrs. Seller, I only recommend home enhancements if you have the desire to do them. If you did, it would help your home sell a bit faster and help you get a little more money. If you feel like it may be a little overwhelming to do the home enhancements, you don't need to do them. We can sell your home as it is."

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

"Mr. and Mrs. Seller, when a homeowner chooses me to be their listing agent, I make available a list of the 12 most dependable home maintenance service companies in our area. Therefore, if you prefer to have a home repair taken care of before putting your home on the market, it can be effortlessly done."

"Many times a lender or a home inspector will require a seller to make minor repairs before allowing the property to close. I have a list of the 12 most dependable home maintenance service companies in our area. Therefore, if a minor repair needs to be made, we can easily take care of it."

The 12 Essential Home Maintenance Services

| | |
|-------------------|--------------------|
| Carpenter | Electrician |
| Landscaper | Painter/Decorator |
| Plumber | Carpeting/Flooring |
| Heating/AC Expert | Appliance Repair |
| Roofer | Cleaning Service |
| Cement Finisher | Scavenger Service |



2 MARKETING PLAN FOR YOUR HOME

GOAL

Set yourself apart from other real estate agents.

INSIGHT/PERSPECTIVE

The seller wants to know: What are you going to do differently than the other agent who was here yesterday?

ACTION STEPS

- 1 Competitively price the home.
- 2 Optimize the condition and viewing of the home.
- 3 Prepare and submit accurate information to the Multiple Listing Service (MLS).

"Mr. and Mrs. Seller, it is important that I obtain accurate information about your home. I'll input it into the Multiple Listing Service and then get this information back to you so you can verify the accuracy."

- 4 Proactively promote the property to your database.
- 5 Network with the best agents in the area.

"I'll be telling the best agents in the area about your home so they can tell the buyers with whom they are working."

- 6 Create maximum exposure for the property.

"I'll be your megaphone to the Marketplace. I'll be blowing the horn and pounding the drum letting as many agents as possible know about your home. I'll also tap into my referral network and proactively look for a ready, willing and qualified buyer. I'll tell everyone about your home in search of the right buyer."

- 7 Use Buffini & Company's Nationwide Referral Network to generate buyer interest.



3 CLEAR & OPEN COMMUNICATION

GOAL

Reassure the seller of your commitment to getting their home sold.

INSIGHT/PERSPECTIVE

The National Association of Realtors® states the number one complaint of clients is no communication from their Realtor. Abandonment is every seller's silent fear.

ACTION STEPS

- 1 Send a printed copy of the MLS presentation for confirmation of accuracy.
- 2 Call weekly to report showing activity and give buyer feedback.
"Mr. and Mrs. Seller, I'll be providing a weekly update to keep you informed on feedback on your home."
- 3 Meet periodically to review market conditions and adjust your marketing strategy as needed to get the home sold.*
**It is highly recommended that you meet with your clients every 21 days. Inform the seller of any homes that have sold since their home has been listed and any new homes (competition) that have come onto the market.*



4 NEGOTIATING & STRUCTURING THE SALE

GOAL

Demonstrate your skill and competence to the seller.

INSIGHT/PERSPECTIVE

The seller is looking for your expertise and guidance, so lead them.

When negotiating a contract, don't be an adversary, be an ally!

ACTION STEPS

- 1 Carefully review and present all offers for the seller's consideration.
"Mr. and Mrs. Seller, I will use my experience and expertise to review all offers, explain them to you thoroughly so you feel comfortable with all terms and make sure the transaction is structured properly to guarantee a successful closing."
- 2 Qualify the prospective buyers and research their lending options to increase the likelihood the buyer can procure financing.
"Not every buyer who writes a contract is guaranteed to get financing for your home. In order to minimize any such risk, I will double check with the buyer's lender to confirm their qualifications. If I see any red flags, I will immediately notify you and address the situation appropriately."
- 3 Negotiate the strongest terms to create a solid transaction that will close on time without any surprises.



5 COMPLETE TRANSACTION MANAGEMENT

GOAL

Give the seller peace of mind.

Display your competence.

INSIGHT/PERSPECTIVE

The seller often thinks selling a home only means finding a buyer. The seller needs to be taught that finding a buyer is just the beginning.

The seller wants to know that you are a professional.

ACTION STEPS

- 1 Manage all the details of your real estate transaction.

"Mr. and Mrs. Seller, getting a contract on your home does not mean the transaction is going to close. There are many possible twists and turns along the way. With my experience and knowledge of the process, I will recognize and address any potential issues right away."

- 2 Stay on top of all other matters to be sure your real estate transaction closes on time and is hassle-free.

Transaction Checklist

- | | |
|--|--|
| <input type="checkbox"/> Financing | <input type="checkbox"/> Final walk-through |
| <input type="checkbox"/> Inspections | <input type="checkbox"/> Bylaws |
| <input type="checkbox"/> Vendor coordination | <input type="checkbox"/> Association documents |
| <input type="checkbox"/> Disclosures | <input type="checkbox"/> Moving coordination |
| <input type="checkbox"/> Title | <input type="checkbox"/> Closing statements |
| <input type="checkbox"/> Appraisals | <input type="checkbox"/> And more |
| <input type="checkbox"/> Home repairs | |



6 CLIENT APPRECIATION PROGRAM

GOAL

Value the relationship more than the commission check.

INSIGHT/PERSPECTIVE

People want to refer something of value. Don't be afraid to ask! Oh, by the way®...I'm never too busy for any of your referrals.

ACTION STEPS

- 1 Assist with any post-closing issues.

"Mr. and Mrs. Seller, when your home is sold and closed, you will get the proceeds check and the new buyers will get the keys. Occasionally there are loose ends that need to be attended to after the closing. Just so you know, I'll be there after the transaction closes to help with any lingering issues."

- 2 Stay connected with Items of Value via mail and email on a monthly basis.
- 3 Provide an ongoing resource of the best professionals and service providers in our local community.



7 IN-DEPTH MARKET ANALYSIS

GOAL

Educate the seller on the market so together you can make an informed decision regarding pricing the home.

Demonstrate to the seller that you know the market and you are thorough.

Allows you an opportunity to display your competence.

INSIGHT/PERSPECTIVE

You are the expert!

ACTION STEPS

- 1** Thoroughly inspect and assess the property location, style and condition.
 - Let the seller know what to expect on appointment
 - Take measurements of all the rooms
Bring your digital tape measure.
 - Be thorough and take notes about the details of the home
A minor meaningless detail is a major meaningful feature to the seller.
 - Ask questions
Asking questions demonstrates your interest.
 - Be prepared
 - Delay any detailed questions like commission amount until you get to the kitchen table
- 2** Provide a written *Fair Market Evaluation* of the property and explain the optimal pricing strategy for their home.
 - Know the market
 - Provide a *Written Market Analysis*



IN-DEPTH MARKET ANALYSIS

CONTINUED

- a. Single line printout of the sold, pending, actives and expireds
- b. Provide an expanded detailed printout of the homes that are most similar to the subject property
- c. Be professional: don't overwhelm the seller with meaningless facts and figures. Make sure the information is digestible

SOLD: Similar homes that have SOLD and CLOSED within the last 6 months

"Mr. and Mrs. Seller, these are homes that have come onto the market, SOLD and CLOSED. These homes tell us what buyers are willing to pay for these types of homes at this time."

PENDING: Homes that are currently under contract, but have not yet closed

"Mr. and Mrs. Seller, these homes just recently went under contract, but we won't know what the buyer paid for the home until the transaction actually closes."

ACTIVES: Similar homes currently on the market for sale

"Mr. and Mrs. Seller, these are the homes that are currently on the market. These homes right here are our COMPETITION. Buyers will look at these homes and then come look at your home and compare. They will be evaluating the condition, location and the PRICE. This is why it is very important to be well informed when pricing your home."

EXPIREDS: Homes that came on the market and NEVER sold

"Mr. and Mrs. Seller, the last group of homes are the expireds. These are homes that have come on the market and never sold. Now, 98% of the reason these homes didn't sell is because they were overpriced. The seller was overly optimistic when it came to the value of their home. That is a common mistake."

- 3** Provide an estimate of expenses and costs showing the net proceeds when the home sale is complete.