The Complete **Home Marketing Plan**

Home Seller
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Marketing Plan for Your Home

Marketing matters! I am committed to getting your home sold to the best possible buyer in a timely manner. Below are the steps I will take:

1. Competitively price your home.
2. Advise on property enhancements for optimal viewing.
3. Prepare and submit accurate information to the Multiple Listing Service (MLS).
4. Proactively promote the property to my database.
5. Create maximum exposure for the property.
6. Network with the best agents and tap into my nationwide referral network.

The next few pages outline what you can expect from me on your home-selling journey. From complete transaction management to communication and negotiation, I will ensure this process is as smooth as possible for you.



In-Depth Market Analysis

I will complete this for you at the beginning of your journey to show how your home compares to others in your area.

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!





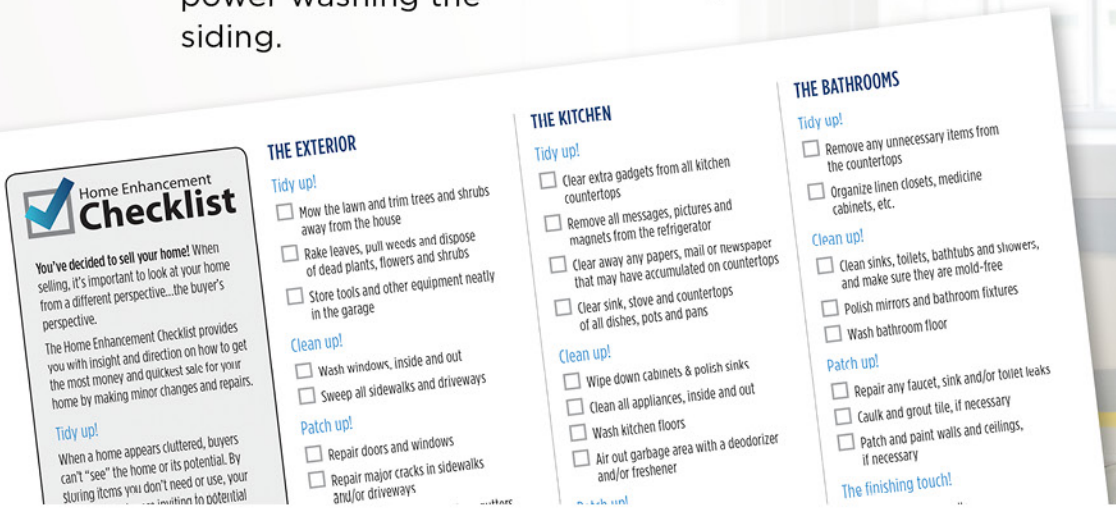
Property Enhancement

Next up, we will maximize the value of your home with:

1. **A written Home Enhancement Checklist** — small tasks to get your home in top shape. Examples include painting the living room, repairing the back gate or power washing the siding.

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.



Home Enhancement Checklist

You've decided to sell your home! When selling, it's important to look at your home from a different perspective...the buyer's perspective.

The Home Enhancement Checklist provides you with insight and direction on how to get the most money and quickest sale for your home by making minor changes and repairs.

Tidy up!

When a home appears cluttered, buyers can't "see" the home or its potential. By storing items you don't need or use, your

THE EXTERIOR

Tidy up!

- Mow the lawn and trim trees and shrubs away from the house
- Rake leaves, pull weeds and dispose of dead plants, flowers and shrubs
- Store tools and other equipment neatly in the garage

Clean up!

- Wash windows, inside and out
- Sweep all sidewalks and driveways

Patch up!

- Repair doors and windows
- Repair major cracks in sidewalks and/or driveways

THE KITCHEN

Tidy up!

- Clear extra gadgets from all kitchen countertops
- Remove all messages, pictures and magnets from the refrigerator
- Clear away any papers, mail or newspaper that may have accumulated on countertops
- Clear sink, stove and countertops of all dishes, pots and pans

Clean up!

- Wipe down cabinets & polish sinks
- Clean all appliances, inside and out
- Wash kitchen floors
- Air out garbage area with a deodorizer and/or freshener

THE BATHROOMS

Tidy up!

- Remove any unnecessary items from the countertops
- Organize linen closets, medicine cabinets, etc.

Clean up!

- Clean sinks, toilets, bathtubs and showers, and make sure they are mold-free
- Polish mirrors and bathroom fixtures
- Wash bathroom floor

Patch up!

- Repair any faucet, sink and/or toilet leaks
- Caulk and grout tile, if necessary
- Patch and paint walls and ceilings, if necessary

The finishing touch!

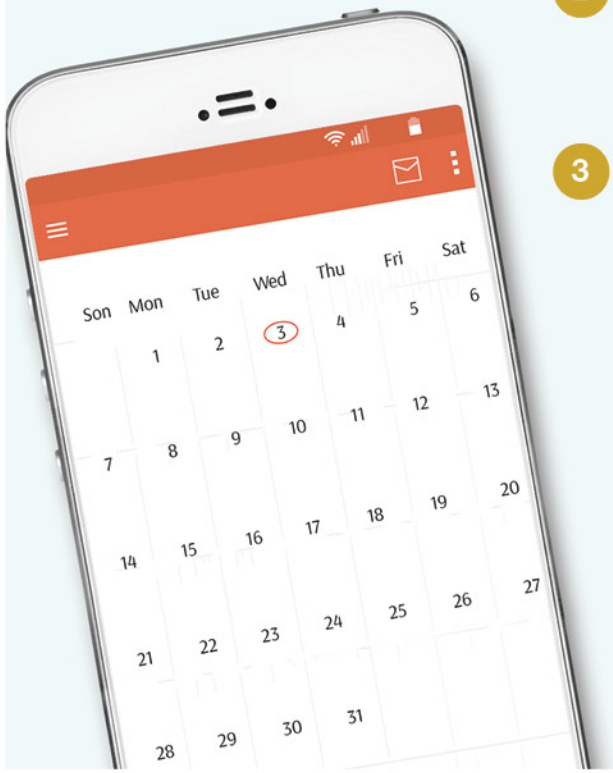
Clear and Open Communication

Once your home is on the market, I'll be there to guide you every step of the way.

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 and adjust our marketing strategy as needed to get your home sold.

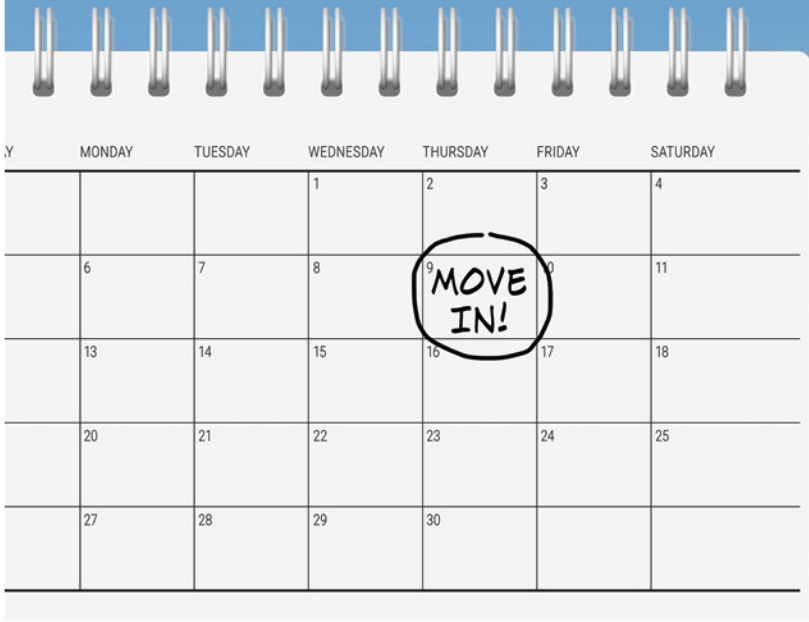


Transparency is key.
I will keep communication lines open to ensure you are comfortable and confident with all parts of the transaction.

Negotiating and Structuring the Sale

When prospective buyers come along, you can count on me to:

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

Once we've secured a qualified buyer, I promise to smoothly navigate you through the transaction.

1. Count on me to 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.

