

19 POINT

MARKETING PLAN SAMPLE

1. We strategically place your home online unlike other companies; I receive all of the leads we get on your home
2. In addition your home will be on (have a page that shows all the websites)
3. Extra professional pictures online (share bad photos vs. your quality)
4. Virtual tour online (show them the one you made)
5. Staging (if necessary – explain the stats on homes staged vs. not)
6. Create a professional brochure/flyer (show them the one you created)
7. Send post cards to neighbors notifying them your property is for sale (show example)
8. Notify agents in my office, my region and across the globe about the property
9. Hold open house(s) (describe your Mega Open House strategy... even create a flyer to illustrate)
10. Personally invite your neighbors to the open house/broker preview
11. Prospecting daily for (x) hours to find a buyer for your home
12. Aggressive follow-up with prospective buyers (explain the training and designations received)
13. Hold a broker Open House
14. Advertise
15. Weekly check-in calls to “stay on the pulse”
16. Automatically via email, send you all feedback from showings (Homefeedback.com or other solution)
17. Automatically email new listings, pendings and sales in your neighborhood
18. Review pricing weekly and notify you immediately of market changes
19. (Optional) I do/my team does 100% of the showings – (you hired us to “sell” your home, that’s our job)