

Listed below is my exclusive marketing plan that I would implement upon listing your home for sale.

**1<sup>st</sup> Week**

- Enter property information into MLS database
- Prepare special features sheet
- Verify property information sheet
- Arrange for home to be on the MLS tour
- Send seller feedback comments from Real Estate agents
- Arrange for color photos of your home
- Install lock box
- Install yard sign
- Send Thank you letter to seller
- Prepare newspaper / magazine advertisement
- Mail out invitations to neighbors for Open House event
- Develop customized marketing flyer
- Review repairs needed with seller

**2<sup>nd</sup> Week**

- Inspect property to verify repairs are complete
- Place newspaper advertisement to support Open House event
- Install Open House sign, if appropriate
- Hold exclusive Open House for neighbors
- Gather showing reports
- Follow-up calls to real estate agents that have shown your home.
- Arrange for virtual tour to be completed
- Develop exclusive internet flyer
- Arrange for virtual tour to be install onto the Internet
- Place property formation on my award winning website (GatorHomes.com) in addition to four other national real estate specific sites
- Create special features tent cards
- Develop a customized property brochure
- Send property information sheet to other Realtors in the community
- Communicate to seller weekly showing report



### **3<sup>rd</sup> Week**

Communicate with you weekly showing reports  
Follow-up calls to real estate agents that have shown your home.  
Communicate property information exclusively to top 50  
producing agents in Gainesville  
Revise newspaper advertisement

### **4<sup>th</sup> Week**

Communicate with you weekly showing reports  
Follow-up calls to real estate agents that have shown your home.  
Update market analysis  
Have face-to-face meeting with you  
Re-evaluate current market situation

### **5<sup>th</sup> Week**

Communicate with you weekly showing reports  
Follow-up calls to real estate agents that have shown your home.  
Revise newspaper / magazine advertisement





## MARKETING PLAN SUMMARY

Selling your home takes a planned, tested, in place and fast response marketing program with a combination of local and national marketing and cutting edge global technology.

Upon placing your home on the market, I will:

- Produce a professional, full-color property brochures.
- Advertise in popular local magazines and newspapers.
- Market your property to other agents by way of the Multiple Listing Service (MLS).
- Have a virtual tour produced of your home for distribution to prospective buyers via my award winning website along with four other real estate specific sites including Realtor.com (the industry's most visited site per month).
- Install a "For Sale" sign with a rider directing buyers to my website GatorHomes.com.
- Arrange a Broker's Open House, Neighbor's Open House and other Open Houses for the general public with corresponding ads in the Gainesville Sun, along with announcements on the MLS bulletin board.
- Network with other brokers through direct communications and email brochure to let them know about your property.
- Create an Internet Property Brochure on my award winning website, GatorHomes.com as well as placing your listing on leading Internet destinations such as Realtor.com, RealEstateingainesville.com, FloridaLiving.com and CRS.com.
- Advertise your property in publications such as Real Estate Book and Homes and Land monthly magazines.

